

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended December 31, 2013
(Values in 000's)

	<u>Slot AGR</u>		<u>Table AGR</u>		<u>Total AGR</u>		<u>Admissions</u>		<u>Patrons</u>		<u>Win Per Patron</u>		<u>Slot Hold %</u>		<u>Table Win %</u>	
	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>#</u>	<u>Year/Year % Chng</u>	<u>#</u>	<u>Year/Year % Chng</u>	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>%</u>	<u>Year/Year % Chng</u>	<u>%</u>	<u>Year/Year % Chng</u>
<u>Kansas City Market</u>																
Argosy	\$10,082	-14.1%	\$1,021	-2.2%	\$11,103	-13.1%	254.6	-24.7%	130.5	-18.8%	\$85.08	7.0%	9.9%	2.3%	20.9%	15.2%
Harrah's NKC	\$10,565	-17.4%	\$2,630	18.8%	\$13,195	-12.0%	301.9	-16.5%	158.5	-17.8%	\$83.25	7.0%	9.1%	-1.4%	22.4%	7.2%
Isle of Capri - KC	\$5,278	-12.3%	\$344	-26.4%	\$5,622	-13.3%	191.1	-18.5%	95.2	-22.8%	\$59.05	12.4%	9.8%	4.0%	19.4%	-13.0%
Ameristar KC	\$13,902	-11.8%	\$1,819	-28.1%	\$15,721	-14.0%	463.4	-14.5%	221.2	-15.3%	\$71.07	1.5%	8.9%	-0.8%	20.9%	-3.7%
Total	\$39,826	-14.0%	\$5,813	-7.1%	\$45,639	-13.2%	1,211.0	-18.0%	605.4	-18.0%	\$75.39	5.9%	9.3%	0.3%	21.4%	3.3%
<u>St. Louis Market</u>																
Harrah's MH/Hollywood	\$ 15,303	-8.0%	\$ 2,755	-24.7%	\$ 18,058	-11.0%	459.9	-13.7%	209.5	-13.4%	\$ 86.20	2.8%	9.6%	-0.4%	20.6%	-17.6%
River City	\$ 14,692	-6.9%	\$ 2,228	24.2%	\$ 16,920	-3.7%	476.9	-7.4%	240.0	-5.0%	\$ 70.50	1.4%	8.8%	-4.3%	25.1%	31.5%
Lumiere Place	\$ 9,210	-13.3%	\$ 2,866	4.0%	\$ 12,076	-9.7%	363.9	-14.2%	176.5	-14.1%	\$ 68.42	5.1%	9.3%	-3.9%	22.9%	5.3%
Ameristar SC	\$ 18,348	-11.6%	\$ 2,114	-21.2%	\$ 20,462	-12.7%	537.6	-18.2%	259.6	-21.1%	\$ 78.82	10.7%	9.2%	0.6%	20.0%	-12.3%
Total	\$ 57,553	-9.8%	\$ 9,964	-8.5%	\$ 67,517	-9.6%	1,838.3	-13.7%	885.6	-14.0%	\$ 76.24	5.1%	9.2%	-1.7%	22.0%	-2.2%
<u>Out State Markets</u>																
Lady Luck	\$ 2,103	-12.0%	\$ 250	2.1%	\$ 2,352	-10.7%	59.4	-15.1%	24.2	-18.2%	\$ 97.19	9.1%	11.0%	1.1%	25.6%	7.9%
St. Jo	\$ 2,747	-14.5%	\$ 156	-44.0%	\$ 2,902	-16.8%	89.5	-13.7%	44.5	-12.2%	\$ 65.21	-5.3%	9.7%	8.2%	16.6%	-34.2%
Mark Twain	\$ 2,736	-7.0%	\$ 272	24.6%	\$ 3,008	-4.8%	78.3	-13.8%	36.8	-14.5%	\$ 81.73	11.3%	9.4%	7.9%	30.6%	40.2%
Isle - Boonville	\$ 5,484	-10.4%	\$ 499	-27.4%	\$ 5,983	-12.1%	143.2	-12.5%	71.8	-11.4%	\$ 83.33	-0.9%	8.6%	-1.9%	21.2%	-21.5%
Isle - Cape Girardeau	\$ 4,018	-14.6%	\$ 531	-31.6%	\$ 4,549	-17.0%	139.6	-27.2%	66.5	-27.0%	\$ 68.41	13.7%	9.2%	-10.2%	21.9%	9.5%
Total Statewide	\$114,466	-11.6%	\$17,484	-9.7%	\$131,950	-11.3%	\$3,559	-15.8%	\$1,735	-15.9%	\$76.06	5.4%	9.3%	-0.8%	21.8%	-0.5%

* Isle - Cape Girardeau opened 10/30/12.

** Harrah's MH was purchased by Penn and rebranded as Hollywood Casino 11/2/12.

Note: Values are subject to change.