

**MISSOURI GAMING COMMISSION**  
**MARKET ANALYSIS**  
**Month Ended January 31, 2015**  
(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>
<b><u>Kansas City Market</u></b>																
Argosy	\$10,668	4.3%	\$1,156	7.0%	\$11,824	4.6%	279.8	5.5%	143.4	7.0%	\$82.45	-2.2%	9.4%	-1.1%	21.0%	2.9%
Harrah's NKC	\$11,209	8.0%	\$2,878	15.0%	\$14,087	9.4%	317.9	9.7%	163.2	7.1%	\$86.32	2.1%	9.6%	2.8%	22.0%	-1.9%
Isle of Capri - KC	\$6,009	18.7%	\$267	-44.9%	\$6,276	13.2%	215.6	11.5%	105.7	8.7%	\$59.37	4.1%	10.8%	16.1%	12.6%	-54.4%
Ameristar KC	\$14,351	7.2%	\$2,021	10.1%	\$16,371	7.6%	462.8	3.2%	221.9	3.2%	\$73.78	4.3%	9.8%	11.1%	21.8%	4.0%
<b>Total</b>	<b>\$42,237</b>	<b>8.2%</b>	<b>\$6,321</b>	<b>7.1%</b>	<b>\$48,558</b>	<b>8.0%</b>	<b>1,276.1</b>	<b>6.6%</b>	<b>634.2</b>	<b>5.9%</b>	<b>\$76.57</b>	<b>2.0%</b>	<b>9.8%</b>	<b>6.3%</b>	<b>21.1%</b>	<b>-3.7%</b>
<b><u>St. Louis Market</u></b>																
Hollywood	\$ 15,672	5.9%	\$ 2,228	-9.4%	\$ 17,900	3.7%	444.1	3.9%	205.4	1.0%	\$ 87.15	2.7%	9.3%	-2.8%	17.0%	-16.7%
River City	\$ 15,950	14.1%	\$ 1,838	10.6%	\$ 17,788	13.7%	498.2	8.0%	245.9	5.3%	\$ 72.34	8.0%	9.1%	2.4%	18.9%	-9.5%
Lumiere Place	\$ 8,452	4.9%	\$ 2,098	-7.8%	\$ 10,550	2.1%	294.5	-10.7%	143.0	-9.3%	\$ 73.78	12.6%	9.7%	8.0%	22.4%	3.3%
Ameristar SC	\$ 19,340	11.2%	\$ 2,786	55.7%	\$ 22,126	15.3%	546.4	9.2%	263.0	10.9%	\$ 84.13	4.0%	9.3%	0.3%	21.7%	18.8%
<b>Total</b>	<b>\$ 59,414</b>	<b>9.6%</b>	<b>\$ 8,950</b>	<b>9.3%</b>	<b>\$ 68,364</b>	<b>9.5%</b>	<b>1,783.2</b>	<b>3.8%</b>	<b>857.3</b>	<b>3.1%</b>	<b>\$ 79.74</b>	<b>6.2%</b>	<b>9.3%</b>	<b>1.0%</b>	<b>19.9%</b>	<b>-2.2%</b>
<b><u>Out State Markets</u></b>																
Lady Luck	\$ 2,532	19.7%	\$ 278	-8.7%	\$ 2,810	16.1%	73.4	17.0%	30.5	18.5%	\$ 92.14	-2.0%	10.9%	0.8%	20.0%	-33.6%
St. Jo	\$ 3,121	11.5%	\$ 226	15.7%	\$ 3,347	11.8%	101.6	11.8%	49.8	12.7%	\$ 67.21	-0.8%	9.4%	-1.9%	22.5%	1.8%
Mark Twain	\$ 2,545	2.1%	\$ 205	-15.1%	\$ 2,750	0.5%	80.9	9.7%	39.6	12.2%	\$ 69.45	-10.4%	9.4%	1.8%	23.8%	-21.1%
Isle - Boonville	\$ 6,478	16.9%	\$ 500	6.7%	\$ 6,978	16.1%	165.4	18.2%	85.1	19.5%	\$ 82.00	-2.9%	9.4%	3.0%	17.7%	-9.8%
Isle - Cape Girardeau	\$ 4,706	18.7%	\$ 635	5.5%	\$ 5,341	17.0%	164.5	21.3%	84.2	31.6%	\$ 63.43	-11.1%	9.7%	2.4%	23.8%	-2.3%
<b>Total Statewide</b>	<b>\$121,033</b>	<b>9.8%</b>	<b>\$17,115</b>	<b>7.6%</b>	<b>\$138,148</b>	<b>9.6%</b>	<b>\$3,645</b>	<b>6.6%</b>	<b>\$1,781</b>	<b>6.6%</b>	<b>\$77.58</b>	<b>2.8%</b>	<b>9.5%</b>	<b>2.9%</b>	<b>20.4%</b>	<b>-3.8%</b>

\* Lumiere Place was purchased by Tropicana 4/1/14  
Note: Values are subject to change.