

**MISSOURI GAMING COMMISSION**  
**MARKET ANALYSIS**  
**Month Ended October 31, 2014**  
(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	\$10,437	2.3%	\$1,026	10.5%	\$11,463	3.0%	266.1	-0.8%	137.2	-0.7%	\$83.55	3.8%	9.6%	1.2%	20.2%	7.7%
Harrah's NKC	\$11,240	-8.7%	\$3,452	1.6%	\$14,691	-6.5%	313.8	-3.2%	162.3	-7.3%	\$90.52	0.8%	9.1%	-5.4%	22.2%	-22.8%
Isle of Capri - KC	\$5,944	4.1%	\$304	-41.7%	\$6,248	0.2%	210.8	-4.3%	107.3	-4.4%	\$58.23	4.8%	10.2%	5.3%	14.1%	-42.5%
Ameristar KC	\$13,690	-3.5%	\$2,135	7.4%	\$15,825	-2.2%	423.6	-7.6%	208.8	-5.7%	\$75.79	3.8%	9.2%	2.5%	25.2%	16.1%
<b>Total</b>	<b>\$41,311</b>	<b>-2.6%</b>	<b>\$6,916</b>	<b>1.2%</b>	<b>\$48,227</b>	<b>-2.1%</b>	<b>1,214.3</b>	<b>-4.5%</b>	<b>615.6</b>	<b>-4.8%</b>	<b>\$78.34</b>	<b>2.9%</b>	<b>9.4%</b>	<b>0.3%</b>	<b>22.1%</b>	<b>-9.2%</b>
<b><u>St. Louis Market</u></b>																
Hollywood	\$ 15,566	5.1%	\$ 2,542	7.5%	\$ 18,108	5.5%	398.8	-11.6%	203.1	1.1%	\$ 89.16	4.3%	9.3%	0.1%	22.0%	11.0%
River City	\$ 15,429	2.5%	\$ 1,664	-5.9%	\$ 17,093	1.6%	489.4	0.0%	249.8	-1.7%	\$ 68.43	3.4%	9.0%	2.8%	19.1%	-4.6%
Lumiere Place	\$ 9,236	4.1%	\$ 2,424	-27.4%	\$ 11,660	-4.5%	346.8	-3.0%	176.4	-1.1%	\$ 66.10	-3.5%	9.9%	9.6%	19.7%	-27.9%
Ameristar SC	\$ 18,423	0.6%	\$ 2,840	50.1%	\$ 21,263	5.2%	541.3	6.6%	258.6	4.7%	\$ 82.23	0.5%	9.0%	-3.8%	18.9%	-1.9%
<b>Total</b>	<b>\$ 58,654</b>	<b>2.8%</b>	<b>\$ 9,470</b>	<b>1.2%</b>	<b>\$ 68,124</b>	<b>2.6%</b>	<b>1,776.3</b>	<b>-1.6%</b>	<b>887.9</b>	<b>0.9%</b>	<b>\$ 76.73</b>	<b>1.7%</b>	<b>9.2%</b>	<b>0.9%</b>	<b>19.9%</b>	<b>-9.0%</b>
<b><u>Out State Markets</u></b>																
Lady Luck	\$ 2,355	15.2%	\$ 223	-21.1%	\$ 2,578	10.8%	68.1	8.6%	29.0	5.0%	\$ 88.91	5.5%	10.7%	3.2%	19.9%	-40.1%
St. Jo	\$ 2,908	0.6%	\$ 199	-3.7%	\$ 3,108	0.3%	97.8	4.5%	49.3	3.0%	\$ 63.03	-2.6%	9.0%	-4.9%	20.7%	-9.3%
Mark Twain	\$ 2,779	3.3%	\$ 204	-2.5%	\$ 2,983	2.8%	82.2	2.3%	40.5	4.1%	\$ 73.65	-1.2%	9.4%	-0.3%	20.8%	-15.8%
Isle - Boonville	\$ 5,911	3.9%	\$ 579	21.6%	\$ 6,490	5.3%	161.0	4.6%	86.1	7.7%	\$ 75.38	-2.2%	8.6%	-0.5%	23.3%	17.6%
Isle - Cape Girardeau	\$ 4,485	19.6%	\$ 662	31.7%	\$ 5,146	21.0%	160.7	21.8%	86.8	32.8%	\$ 59.29	-8.9%	10.0%	11.2%	26.8%	17.5%
<b>Total Statewide</b>	<b>\$118,404</b>	<b>1.6%</b>	<b>\$18,253</b>	<b>2.1%</b>	<b>\$136,657</b>	<b>1.7%</b>	<b>\$3,560</b>	<b>-1.1%</b>	<b>\$1,795</b>	<b>0.5%</b>	<b>\$76.12</b>	<b>1.2%</b>	<b>9.3%</b>	<b>0.8%</b>	<b>21.0%</b>	<b>-8.2%</b>

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