

**MISSOURI GAMING COMMISSION  
MARKET ANALYSIS  
Month Ended December 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	\$10,863	7.7%	\$957	-6.2%	\$11,820	6.5%	280.2	9.5%	144.1	10.5%	\$82.03	-3.6%	9.7%	-1.2%	17.7%	-15.4%
Harrah's NKC	\$10,967	3.8%	\$3,551	35.0%	\$14,518	10.0%	326.3	8.1%	168.4	6.3%	\$86.21	3.5%	9.1%	0.5%	23.8%	6.2%
Isle of Capri - KC	\$6,291	19.2%	\$222	-35.5%	\$6,513	15.8%	218.7	14.5%	109.0	14.5%	\$59.75	1.2%	10.7%	9.5%	10.8%	-44.3%
Ameristar KC	\$13,628	-2.0%	\$1,998	9.9%	\$15,627	-0.6%	445.8	-3.8%	219.2	-0.9%	\$71.29	0.3%	8.9%	0.5%	22.0%	5.6%
<b>Total</b>	<b>\$41,749</b>	<b>4.8%</b>	<b>\$6,729</b>	<b>15.7%</b>	<b>\$48,478</b>	<b>6.2%</b>	<b>1,271.0</b>	<b>4.9%</b>	<b>640.7</b>	<b>5.9%</b>	<b>\$75.66</b>	<b>0.3%</b>	<b>9.4%</b>	<b>1.5%</b>	<b>21.4%</b>	<b>-0.2%</b>
<b><u>St. Louis Market</u></b>																
Hollywood	\$ 15,639	2.2%	\$ 2,115	-23.3%	\$ 17,754	-1.7%	428.0	-6.6%	206.6	-1.4%	\$ 85.93	-0.3%	9.2%	-4.2%	16.4%	-20.3%
River City	\$ 15,510	5.6%	\$ 2,247	0.5%	\$ 17,757	4.9%	492.6	3.2%	247.5	3.1%	\$ 71.74	1.7%	9.0%	2.3%	21.4%	-15.1%
Lumiere Place	\$ 8,426	-8.5%	\$ 1,781	-37.9%	\$ 10,207	-15.5%	309.9	-14.9%	153.6	-13.0%	\$ 66.45	-2.9%	9.5%	1.8%	17.5%	-23.3%
Ameristar SC	\$ 19,475	6.1%	\$ 2,991	41.5%	\$ 22,466	9.8%	551.0	2.5%	267.4	3.0%	\$ 84.02	6.6%	9.2%	-1.0%	21.8%	8.8%
<b>Total</b>	<b>\$ 59,050</b>	<b>2.6%</b>	<b>\$ 9,133</b>	<b>-8.4%</b>	<b>\$ 68,183</b>	<b>1.0%</b>	<b>1,781.5</b>	<b>-3.0%</b>	<b>875.1</b>	<b>-1.2%</b>	<b>\$ 77.91</b>	<b>2.2%</b>	<b>9.2%</b>	<b>-0.7%</b>	<b>19.3%</b>	<b>-12.1%</b>
<b><u>Out State Markets</u></b>																
Lady Luck	\$ 2,494	18.6%	\$ 287	15.1%	\$ 2,781	18.3%	72.4	22.7%	30.6	26.6%	\$ 90.90	-6.6%	10.8%	-2.0%	23.2%	-9.5%
St. Jo	\$ 2,822	2.7%	\$ 242	55.7%	\$ 3,064	5.6%	105.2	17.5%	52.5	17.9%	\$ 58.37	-10.5%	8.1%	-15.6%	21.6%	30.5%
Mark Twain	\$ 2,807	2.6%	\$ 205	-24.7%	\$ 3,011	0.1%	88.8	13.4%	44.5	20.9%	\$ 67.67	-17.2%	9.2%	-2.5%	20.4%	-33.5%
Isle - Boonville	\$ 5,843	6.5%	\$ 545	9.2%	\$ 6,388	6.7%	151.8	6.6%	80.6	12.2%	\$ 79.25	-4.9%	8.9%	3.6%	21.4%	0.9%
Isle - Cape Girardeau	\$ 4,523	12.6%	\$ 614	15.5%	\$ 5,137	12.9%	160.4	14.9%	84.5	27.1%	\$ 60.79	-11.1%	10.1%	9.2%	21.7%	-1.2%
<b>Total Statewide</b>	<b>\$119,288</b>	<b>4.2%</b>	<b>\$17,754</b>	<b>1.5%</b>	<b>\$137,042</b>	<b>3.9%</b>	<b>\$3,631</b>	<b>2.1%</b>	<b>\$1,809</b>	<b>4.3%</b>	<b>\$75.78</b>	<b>-0.4%</b>	<b>9.3%</b>	<b>0.2%</b>	<b>20.3%</b>	<b>-7.1%</b>

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