

**MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended September 30, 2011
(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	\$ 14,324	1.4%	\$ 1,438	-1.7%	\$ 15,762	1.1%	429.1	-3.4%	203.2	-4.9%	\$ 77.57	6.4%	9.3%	0.2%	19.8%	6.7%
Harrah's NKC	\$ 13,756	2.9%	\$ 2,499	12.1%	\$ 16,255	4.2%	395.4	-7.5%	207.3	-6.7%	\$ 78.41	11.8%	9.7%	6.6%	24.0%	10.4%
Isle of Capri - KC	\$ 6,575	4.2%	\$ 376	-13.5%	\$ 6,951	3.1%	258.9	2.7%	133.6	3.7%	\$ 52.03	-0.6%	9.7%	2.8%	14.9%	-5.9%
Ameristar KC	\$ 17,144	0.7%	\$ 1,764	-18.0%	\$ 18,908	-1.4%	581.1	-7.5%	274.9	-3.5%	\$ 68.78	2.1%	9.4%	-0.7%	15.2%	-16.2%
Total	\$ 51,799	1.9%	\$ 6,077	-3.2%	\$ 57,876	1.4%	1,664.5	-5.0%	819.0	-3.6%	\$ 70.67	5.2%	9.5%	1.9%	19.1%	-0.3%
<u>St. Louis Market</u>																
Harrah's MH	\$ 19,344	-2.9%	\$ 2,629	2.8%	\$ 21,973	-2.2%	568.2	-3.3%	282.7	0.7%	\$ 77.73	-2.9%	9.2%	1.8%	20.4%	-6.5%
River City	\$ 14,530	13.7%	\$ 1,469	0.2%	\$ 15,999	12.3%	527.8	0.0%	258.8	-5.0%	\$ 61.82	18.3%	8.6%	-2.6%	17.7%	-9.5%
Lumiere Place	\$ 11,701	4.1%	\$ 2,785	28.0%	\$ 14,486	8.0%	541.7	-3.9%	275.3	-4.8%	\$ 52.62	13.4%	8.9%	-3.0%	22.3%	24.6%
Ameristar SC	\$ 20,279	3.1%	\$ 2,140	11.8%	\$ 22,419	3.9%	621.8	1.1%	303.8	-1.7%	\$ 73.80	5.7%	9.3%	3.5%	19.7%	25.0%
Total	\$ 65,854	3.5%	\$ 9,024	11.2%	\$ 74,877	4.4%	2,259.5	-1.5%	1,120.6	-2.7%	\$ 66.82	7.3%	9.0%	0.4%	20.3%	8.6%
<u>Out State Markets</u>																
Lady Luck	\$ 2,539	-1.4%	\$ 243	-14.2%	\$ 2,782	-2.7%	81.0	-5.9%	36.8	-3.4%	\$ 75.60	0.8%	11.1%	8.5%	20.5%	-12.5%
St. Jo	\$ 319	-89.6%	\$ 18	-89.0%	\$ 337	-89.6%	10.9	-90.0%	5.5	-89.8%	\$ 61.31	2.5%	8.6%	-2.4%	23.9%	42.4%
Mark Twain	\$ 2,911	0.1%	\$ 229	2.1%	\$ 3,140	0.3%	94.2	-4.3%	46.0	-1.9%	\$ 68.27	2.2%	9.2%	5.2%	26.2%	0.1%
Isle - Boonville	\$ 6,380	-0.7%	\$ 489	13.6%	\$ 6,868	0.2%	178.9	-6.6%	92.5	-10.1%	\$ 74.25	11.5%	8.7%	2.9%	22.7%	14.8%
Total Statewide	\$ 129,802	0.3%	\$ 16,079	3.8%	\$ 145,881	0.7%	4,289.0	-5.3%	2,120.4	-5.5%	\$ 68.80	6.5%	9.2%	1.4%	19.9%	4.9%

* Lady Luck casino closed from May 1, 2011 through May 12, 2011 due to flooding.

** Mark Twain boat closure 6/27/11 due to power outage.

*** St. Jo Frontier boat closure 6/28/11 through 9/28/11 due to flooding.

Note: Values are subject to change.