



CASINO INDUSTRY ECONOMIC CONTRIBUTIONS (Since 1994)

- More than \$3.5 billion for educational programs (elementary, secondary and early childhood)
- \$149 million for veterans programs

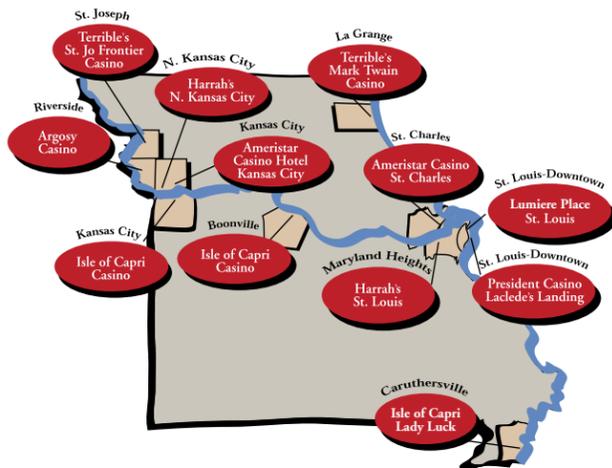
2009 SUMMARY

- \$347 million in 2009 wages and tip income
- 10,961 employees - 48 percent female, 37 percent minority
- \$1.7 billion in adjusted gross receipts
- \$382 million to the state in taxes and admission fees
- \$87 million to the host communities in taxes and admission fees
- \$30 million to early childhood programs

Casinos - Missouri's Highest Taxed Industry

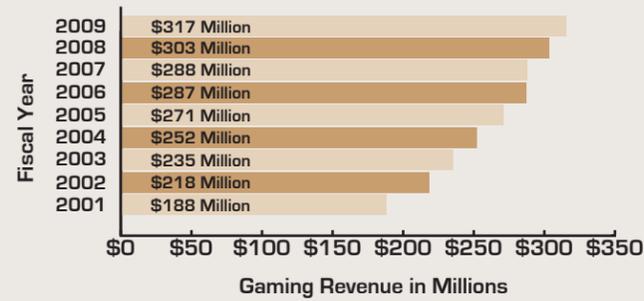
Missouri casinos operate in one of the highest-taxed casino jurisdictions in the country, paying an *effective tax rate of 31% off the top, in addition to other business taxes*. That effective rate includes a 21% gaming tax, admission fees paid by casinos for patrons visiting their properties, and other reimbursements to the state.

Missouri casinos contribute more revenue to the state than all of the approximately 60,000 corporations operating in Missouri. Casino taxes rank as the fifth largest source of revenue to the state.



FINANCIALS

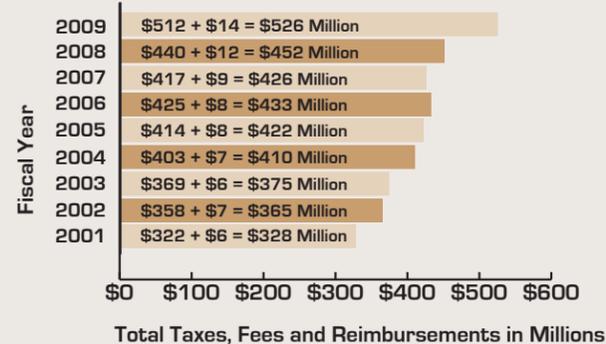
Gaming Revenue for the School Foundation Formula



Industry Results

Calendar Year	Adjusted Gross Revenues by Calendar Year	Calendar Year
2009	\$1.70 billion	53 million
2008	\$1.68 billion	52 million
2007	\$1.59 billion	49 million
2006	\$1.59 billion	53 million
2005	\$1.53 billion	54 million
2004	\$1.47 billion	54 million
2003	\$1.33 billion	51 million
2002	\$1.28 billion	51 million
2001	\$1.14 billion	47 million

Total Taxes and Fees Plus Reimbursements

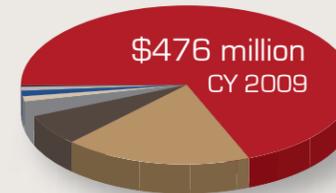


The Missouri Gaming Association is the professional organization representing the Missouri casino industry.

www.missouricasinos.org

2010 OFFICERS

- PRESIDENT**
Todd George, Pinnacle Lumière
- VICE PRESIDENT**
Ameet Patel, Argosy Casino
- TREASURER**
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Gaming Revenues Benefit Missouri

- School Foundation Formula \$329,000,000
- Host Cities \$87,400,000
- Early Childhood Development \$30,100,000
- MGC Expenses* \$14,000,000
- Veterans Commission Capital Improvement \$6,000,000
- Missouri College Guarantee Trust Fund \$5,000,000
- Missouri National Guard Trust Fund \$4,000,000
- Compulsive Gamblers Fund \$522,000

*Direct Reimbursements to cover Missouri Gaming Commission expenses not covered by casino licensing fees and admission fees.

BRIGHT SPOT IN A DULL ECONOMY

The Missouri casino industry was a bright spot in an otherwise dull economy in 2009, generating nearly \$470 million in tax revenue to the State of Missouri and the local communities where casinos are located.

Gaming tax revenue to the state and local host communities grew by 6.5 percent in 2009,

generating nearly \$29 million in additional tax revenue over 2008.

In a year when casino attendance nationwide fell sharply, Missouri was one of just three states to see gaming revenue increase in 2009. Casino revenue was down 13 percent in Las Vegas and

Atlantic City, and down 9 percent in Illinois.

"In Missouri, we saw an increase in casino visitors as people looked for entertainment options closer to home," said Mike Winter, executive director of the Missouri Gaming Association.

"Gaming tax revenue to the state and local host communities grew by 6.5 percent in 2009."

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\$380 MILLION RIVER CITY CASINO SLATED TO OPEN EARLY MARCH 2010

River City Casino is Missouri's newest gateway to an exciting casino entertainment experience. Located ten miles south of downtown St. Louis in the community of Lemay, the approximately \$380 million multi-use complex from Pinnacle Entertainment captures the overall look of a Missouri riverboat town at the peak of the Mississippi River. The casino is scheduled to open in early March 2010, pending final approval by the Missouri Gaming Commission.

100-seat tavern; a 110-seat contemporary cafe, and a classic burger joint; plus an entertainment lounge featuring live music. The River City Casino project led to the creation of approximately 600 union construction jobs. More than 1,200 permanent jobs will be in place when the property opens. The 250,000-square-foot project sits on about 56 acres of prime riverfront real estate, consisting of land that has been unused

since the 1970s. Environmental cleanup of the entire site, including NEMA, cost approximately \$21.8 million.

Pinnacle also invested more than \$23.8 million in a new, four-lane roadway called River City Casino Boulevard, creating easy access to the site and opening up new areas of St. Louis County and City for redevelopment.

Visit www.rivercity.com for more details on River City Casino



Highlights include a 90,000-square-foot casino with more than 2,000 slot machines and approximately 55 table games, including poker. Dining options include the 325-seat Jeff Ruby's Steakhouse; a buffet with seating for more than 350; a



STUDY TRACKS LOW RATE OF PROBLEM GAMBLING AMONG MISSOURIANS

Missourians' gambling behavior will be studied for the third time in a state-based health survey that collects data on health conditions, risk behaviors and preventive practices. Questions about gambling will be included on the 2010 Behavioral Risk Factor Surveillance System (BRFSS) survey, which the Missouri Department of Health and Senior Services conducts annually with support from the Centers for Disease Control and Prevention (CDC).

The BRFSS surveyed Missourians about gambling for the first time in 2004 and again in 2007. The studies showed a decline in the small number of Missouri residents -- less than one percent -- who reported financial problems related to gambling.

In 2007, 44 percent of Missouri residents surveyed said they gambled at casinos, bought lottery tickets or bet on sports or card games. Less than one percent (0.75 percent) of those who gamble, however, reported financial problems related to gambling. The same survey conducted three years earlier showed a slightly higher rate of problem gambling at 0.90 percent. "We're encouraged to see the numbers moving in the right direction," said Mike Winter, chairman of the Alliance to Curb Problem Gambling and executive director of the Missouri Gaming Association. "Still, there is always work to be done to help that very small minority of problem gamblers. We use the data from the survey to enhance our responsible gambling education programs and to

The Alliance to Curb Problem Gambling educates the public on the dangers of problem and compulsive gambling, funds a toll-free help line and sponsors an annual conference on problem gambling and substance abuse. For details, visit www.888betsoff.org or call 1-888-BETSOFF.

provide outreach for problem gamblers and their families."

Data from the annual BRFSS survey is used to identify emerging health issues, establish and track health objectives, develop public health policies and programs, justify funding requests and track progress.

Responsible Gaming Messages Generate Calls

Responsible gaming messages printed on the back of Ticket-In, Ticket-Out (TITO) stubs have proven extremely effective in referring people with gambling problems to 888-BETSOFF, the 24-hour help line funded by the Missouri Gaming Association.

TITO stubs are the bar coded slips of paper printed by modern slot machines, to be redeemed for cash or inserted for play into other TITO machines. In 2006, Missouri casinos began printing responsible gaming messages on the backs of the stubs. By the end of 2008, more than 45 percent of the nearly 2,000 calls to the help line came from people who saw the message on the back of a TITO stub. About one in four callers was referred by a friend, and the rest saw an ad, billboard, brochure or poster about the help line.

"We're very pleased with the results of this program," said Mike Winter, executive director of the Missouri Gaming Association. "When people call 888-BETSOFF, they get immediate help as well as information about the Voluntary Exclusion Program and referrals to free compulsive gambling counseling. We want everyone who needs help with problem gambling to know about 888-BETSOFF."



Argosy Partners with Riverside on \$6.6 Million Parkway

Argosy Casino Hotel & Spa has partnered with the city of Riverside, Missouri, to build the estimated \$6.6 million Argosy Parkway North. The roadway will provide a cut-off from Tullison Road to bring guests directly to the front entrance of Argosy Casino. The city has committed \$2.5 million to the project and Argosy is funding the balance. Construction on the roadway began in late 2009 and is scheduled for completion in November 2010. Argosy Parkway, which runs from the I-635 interchange at Horizons Parkway east to Argosy Casino, opened in late 2008. Argosy Casino and the City of Riverside each provided approximately \$2.5 million to complete that project.

BRIGHT SPOT IN A DULL ECONOMY Continued from Page 1

"Prop A, which voters passed in 2008, also made Missouri casinos more tourist-friendly, which helped us ride out a difficult economy."

Although Missouri casinos had an additional 904,529 visitors in 2009, the average amount spent by casino visitors actually decreased from \$69.11 per patron in 2008 to \$66.98 per patron in 2009.



"The increase in gaming tax revenue meant more money for our schools, veterans' programs, early childhood programs, and local community services and projects," said Winter. Gaming taxes also funded local road and street improvements, water and wastewater projects, park and community center improvements, police and fire equipment purchases, community events and economic development programs.



Bridget Waller, scholarship winner

Bridget Waller of Des Peres, then editor-in-chief of her school newspaper at Cor Jesu Academy, learned a great deal about the legal and emotional consequences of underage gambling when she researched

Project 21 Youth Education, Scholarship

the issue for a Project 21 scholarship application last year.

"By betting they won't get caught, those under 21 who gamble risk much more than the coins they drop in a slot machine or the chips they lay on a blackjack table," Waller wrote in her essay, which was published in the school newspaper. Waller won a \$1,500 Project 21 scholarship toward tuition at Truman State University, where she plans to study biology and pursue a career in optometry.

"I wanted my article to display the real consequences of underage gambling, because that is the most effective way of reaching people," Waller said.

In Missouri, gambling in a casino is not permitted for anyone under the age of 21.

"Project 21" is a public awareness campaign sponsored by the Missouri Gaming Association that encourages young people to help educate other youth about the dangers and consequences of underage gambling. The Project 21 Scholarship contest educates high school students on the issues and dangers of underage gambling. Now in its 14th year, Project 21 provides \$7,000 in scholarships annually to Missouri high school students who plan to attend college.

Applications for the 2010 Project 21 Scholarship contest are available at www.missouricasinos.org. Essays, posters and videos must be published or displayed in the school for at least a week between January 1 and February 28. The deadline for submitting the scholarship entry is March 5, 2010.