



CASINO INDUSTRY ECONOMIC CONTRIBUTIONS (Since 1994)

- More than \$4.17 billion for educational programs (elementary, secondary and early childhood)
- \$162 million for veterans programs

FY 2011 SUMMARY

- \$343 million in 2011 wages and tip income
- 10,435 employees – 48% percent female, 37% percent minority
- \$1.8 billion in adjusted gross receipts
- \$396 million to the state in taxes and admission fees
- \$92 million to the host communities in taxes and admission fees

CASINO FUNDS FOR WORTHY CAUSES

- \$6.6 million - Veterans Commission
- \$4 million - Missouri National Guard
- \$5 million - Missouri Financial Assistance
- \$30.6 million - Early Childhood Development, Education & Care
- \$300,000 - Compulsive Gamblers Fund

Casinos - Missouri's Highest Taxed Industry

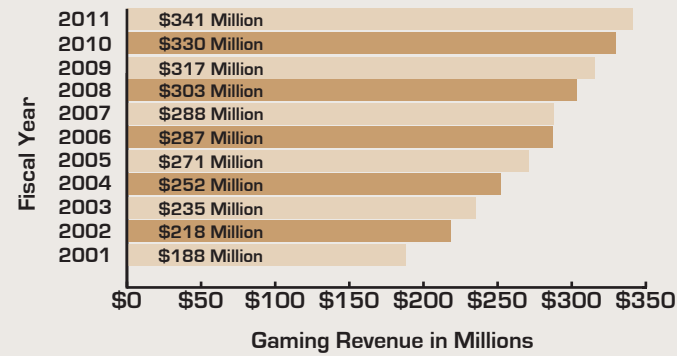
Missouri casinos operate in one of the highest-taxed casino jurisdictions in the country, paying an *effective tax rate of 27% off the top, in addition to other business taxes*. That effective rate includes a 21% gaming tax, admission fees paid by casinos for patrons visiting their properties, and other 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

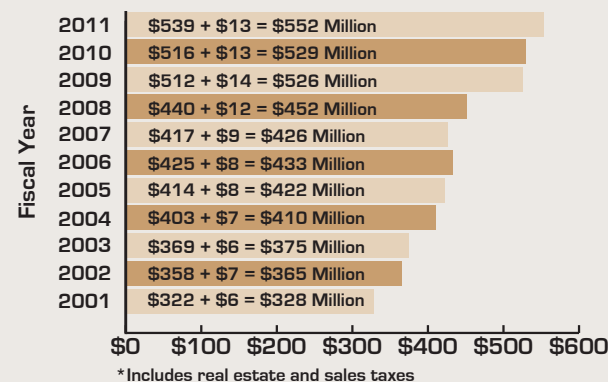
Gaming Revenue for the School Foundation Formula



Industry Results

Year	Adjusted Gross Revenues by Calendar Year	Admissions by Calendar Year
2011	\$1.80 billion	54 million
2010	\$1.79 billion	55 million
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 *

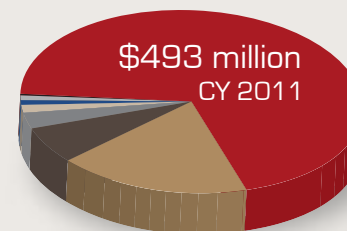


The Missouri Gaming Association is the professional organization representing the Missouri casino industry.

www.missouricasinos.org

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Gaming Revenues Benefit Missouri

- School Foundation Formula \$343,000,000
- Host Cities \$88,800,000
- Early Childhood Development \$31,000,000
- MGC Expenses* \$13,268,000
- Veterans Commission Capital Improvement \$6,600,000
- Missouri College Guarantee Trust Fund \$5,000,000
- Missouri National Guard Trust Fund \$4,000,000
- Compulsive Gamblers Fund \$298,000

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

CASINOS HELP VETERANS

Besides providing \$6.6 million in gaming tax funding for veterans programs in 2011, Missouri casinos found many ways to honor and support military veterans, both those returning home from war and those who served many years ago.

Ameristar employees pledged more than \$101,000 to the *V.A. Medical Center's Spinal Cord Injury Service* to buy state-of-the-art rehabilitation equipment and

expand rehab services for veterans from Missouri and eight neighboring states. Ameristar, the Craig H. Neilsen Foundation and employees have provided more than \$442,000 and countless volunteer hours to the organization since 2009.

Harrah's St. Louis supported programs for military veterans, their families in need, and children of deployed military men and women through *Little Patriots Embraced, Gateway Chapter of Paralyzed Veterans, U.S.S. New Mexico Association Annual Reunion, Missouri Military Memorial Foundation, Healing the Wounds of War and American Hero Care Packages Program and the Gateway Chapter of Paralyzed Veterans of America.*

Lumiere Place Casino & Hotel and **River City Casino** partnered with the *Veterans Affairs Medical Center* to serve an upscale dinner for 400 guests after a special Memorial Day service at *Third Baptist Church*. **Lumiere Place** also served lunch to local veterans on Veterans Day.

Lady Luck Caruthersville held a Veterans Day celebration to honor employee vets, hosting speaker Anthony Smith of *The Mission Continues*, a national charity that challenges post 9/11 vets to rebuild a sense of purpose through community service.



Lady Luck Caruthersville honored employee vets at a Veterans Day celebration.

Harrah's Kansas City served complimentary Veterans Day and Memorial Day buffet dinners to all veterans who showed military ID.

Ameristar Casino Hotel Kansas City sends care packages and letters to active duty military employees and treats them to a special hotel stay when they visit home. Ameristar was honored with a *2011 Secretary of Defense Employer Support Freedom Award* nomination for this program. Ameristar Kansas City also co-sponsors *The Rehabilitation Institute's annual War and Recovery Conference* for veterans, service members and their families.

The St. Louis County Port Authority Community Reinvestment Fund,

funded by the **River City Casino** lease agreement, provided \$250,000 to **American Legion Post 15** to build a *World War I Memorial at Jefferson Barracks Cemetery* and \$150,000 for a future *Missouri Civil War Museum.*



Missouri Civil War Museum



CASINOS MAKE A DIFFERENCE THROUGH CHARITABLE GIVING

Missouri casinos are generous corporate citizens, donating \$2,045,000 and thousands of volunteer hours to charitable organizations in 2011.

“We hear from communities across the state that the casinos are good corporate citizens, always willing to help,” said Mike Winter, Executive Director of the Missouri Gaming Association.

Harrah's Casinos focuses charitable giving on seniors, health, education and civic causes. **Harrah's St. Louis** and **Harrah's North Kansas City** supported the annual *Missouri Alliance of Area Agencies on Aging* (MA4) “Senior Summit on Aging and Health,” hosting a dinner and donating \$5,000 for the Summit’s “Best Demonstrated Practices Awards,” which went to the *Father Tolton Center*, the *Kimberling/Branson Senior Centers and the Grundy County Senior Center*. Harrah's St. Louis also was the presenting sponsor for the Mother's Against Drunk Driving (MADD) Gateway Chapter's “Heroes for Heroes” awards banquet, honoring law enforcement officers who made record DWI arrests.

Ameristar St. Charles employees pledged more than \$85,000 through

their Workplace Giving Campaign to help *Angels' Arms* buy their sixth home in St. Charles County to provide foster housing for children and to keep foster siblings together.

Ameristar hosted the annual *Law Enforcement Torch Run for Special Olympics*, with General Manager Jim Franke and employee/Olympic Medalist Jane Jackson running the torch. Ameristar St. Charles has contributed more than \$42,000 to Special Olympics.

The *St. Charles County Muscular Dystrophy Association* Executive Lock-Up event hosted by Ameristar raised more than \$50,000. Ameristar presented a check for \$10,000 and provided space, food and beverages. Ameristar employees also worked the MDA Telethon.

Ameristar St. Charles helped in the 2011 Good Friday tornado recovery by donating 4,600 bottles of water to the *American Red Cross* and providing meals for 100 disaster team volunteers over several weeks. When a tornado hit Joplin, Ameristar St. Charles donated bottled water, food, paper goods, hotel towels and clothing to the *St. Charles Chamber of Commerce*, the local collection hub. Ameristar filled the chamber office

twice within 24 hours and helped send two trucks full of supplies to Joplin residents.

Terrible's Mark Twain Casino helped families affected by Alzheimer's disease through the 10th Annual *Alzheimer's Pro-Am Golf Tournament* and auction, which raised \$38,000 for the *Alzheimer's Association Quincy Area Branch*. *Hannibal Regional Hospital Foundation* honored Mark Twain Casino at their ninth annual Cornerstone Society banquet for their support of the *Hannibal Cannibal Race* during *Tom Sawyer Days* and the *Shoeless Joe's Celebrity Golf Classic*. Mark Twain Casino also partnered with *Blessing Hospital* to sell breast cancer awareness apparel in the casino gift shop, and sponsor a *health fair* and *5K Walk for Breast Cancer*



Terrible's Mark Twain golf event

Awareness to benefit the *Blessing Breast Center Financial Assistance Program*. Mark Twain celebrity chef Andy Miller starred in a local television commercial to promote the *March of Dimes Signature Chef's Auction* to improve the health of babies.

After being displaced from work by floodwaters, employees of **Terrible's St. Jo Frontier Casino** were given the chance to volunteer in the community while receiving their regular paycheck. At least 125 employees, half of the workforce, volunteered nearly 16,000 hours for organizations like *Second Harvest Community Food Bank*, *Habitat for Humanity*, *Pattee House Museum*, *the Jesse James Home*, *YWCA*, nursing homes, churches, schools, city and county agencies, and many other organizations.

Every Thanksgiving, **Ameristar Casino Hotel Kansas City** serves Thanksgiving dinner to 380 seniors and disabled adults at *Don Bosco Senior Center*.

At A Day at the Lake, an annual event hosted by *The Rehabilitation Institute of Kansas City*, Ameristar Cares employee volunteers set up the event, served lunch and helped participants with spinal cord injuries and other disabilities enjoy a day of freedom and excitement on the lake.

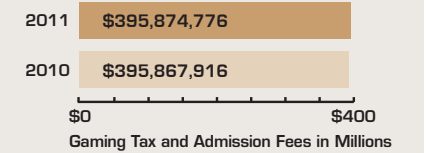
Nearly 300 Ameristar Kansas City employees, family members and friends participated in and volunteered at the 2011 *Susan G. Komen Race for the Cure*. Ameristar was the Presenting Sponsor. Ameristar Kansas City's Star Pavilion was the location for the annual *Labor Day MDA Telethon*. Dozens of Ameristar Cares volunteers answered phones and helped with security.

Lumiere Place, River City Casino, Isle of Capri Casinos in Kansas City and Boonville, **Lady Luck Casino** in Caruthersville, and **Argosy Casino Hotel and Spa** in Riverside also supported their

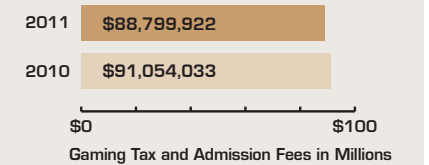
local communities in 2011, making hundreds of thousands of dollars in cash, in-kind and volunteer donations.

Missouri Casino Taxes

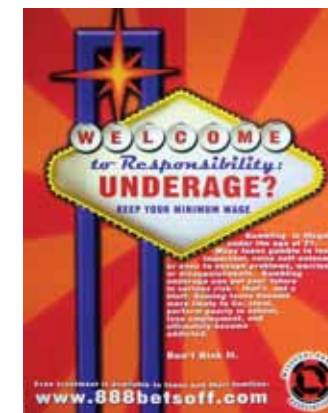
Gaming Tax and Admission Fees Paid to the State



Gaming Tax and Admission Fees Paid to Local Host Communities



“Project 21” Provides Scholarships, Educates Youth



Winning poster by Marissa Renfroe

Marissa Nicole Renfroe of Sikeston, a senior at Sikeston Senior High School, was surprised by what she learned while researching underage gambling for a Missouri Gaming Association scholarship application.

“I didn't realize the impact of underage gambling,” said Renfroe. “I learned that the younger you start, the more likely you are to become addicted.”

Renfroe won a \$1,500 Project 21 scholarship from the MGA based on her creative poster, which replicated the vintage Las Vegas sign with the message “WELCOME to Responsibility.” She displayed the poster in her school to help educate other teens.

Daniel Call Sanders of Windsor, a senior at Windsor High School, also won a \$1,500 scholarship towards tuition at the University of Central Missouri for his article “Underage Gambling: A Lose Lose Situation.”

In the article, which was published in the high school newspaper, Sanders wrote “once a teen experiences the ‘high’ of winning, especially if that person has a poor self-image, he is more likely to continue gambling. When teens lose, which will surely happen, their lives take a bad turn.”

“I was surprised to learn that very young people can be affected by gambling addiction, how addicted they can get and how hard it is to get over,” Sanders said. “My friends were shocked. It opened their eyes to how serious gambling addiction can get real fast.”

Other scholarship recipients include Rebecca Lambert of St. Louis, a senior at Westminster Christian Academy; Ryan Doyle of St. Louis, a senior at De Smet Jesuit High School; Jacob Thomas Ball of Paris, a senior at Paris R-II High School; and Jennifer Baker of Wright City, a senior at Wright City High School.

Scholarship applications are due each year in early March. Essays, posters or video submissions must be published or displayed in the school for at least a week in January or February. For more information, visit www.missouricasinos.org.

New Jobs - Isle of Capri Cape Girardeau Opening 2012

Isle of Capri Casino plans to hire approximately 500 people to staff its new Cape Girardeau casino, which is expected to open by the end of the year pending final approval by the Missouri Gaming Commission.

“We're looking for people who wake up in the morning, grab hold of life and are excited about what the day has to bring to them,” said General Manager Chet Koch. Jobs will be advertised on the company's website.

Casino jobs on the gaming floor will include slot technicians, slot attendants and table game dealers, among others. The casino restaurants will hire managers, cooks, servers and dishwashers, among others. Administrative staff will include advertising and marketing; finance, accounting and cashiers; human resources including employee relations and benefits coordinators; security and surveillance; computer technicians, environmental services, mechanics and others needed to operate and maintain the property.

