

NEW JERSEY CASINO CONTROL COMMISSION

Tennessee Avenue and Boardwalk
Atlantic City, NJ 08401

CCC Announces July Casino Revenue

For Immediate Release

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ATLANTIC CITY— Casinos reported \$363.9 million in casino win in July, a decrease of 5 percent over the same month a year ago.

Results reported to the New Jersey Casino Control Commission Tuesday show that the 11 casinos won \$252.9 million at the slot machines and another \$111 million at table games in July. Slot revenue fell 5.2 percent while table game revenues decreased by 4.5 percent. Copies of individual casino tax returns with detailed information on gaming revenues are available on the Commission web site at <http://www.njccc.gov/casinos/financia/mthrev/> .

After adjustments and a deduction for promotional gaming credits, casinos paid \$25.9 million on taxable gross revenue of \$323.5 million in July. That money, 8 percent of taxable gross revenue, goes into the Casino Revenue Fund, which pays for programs that benefit qualifying senior citizens and people with disabilities. In addition, the casinos incurred another \$4.5 million in reinvestment obligations. They are required to reinvest 1.25 percent of gross revenues in projects approved by the Casino Reinvestment Development Authority.

For the first seven months of the year, casinos won \$2.14 billion, down 7.9 percent from the same period in 2009. Revenue from slot machines was down 7.8 percent and revenue from table games was down 8 percent for the six months. Taxable gross revenue fell 9.8 percent to just over \$2 billion.

Win, or casino revenue, is the net amount of money won by casinos. It is not profit.

(Detailed data on revenues from each individual casino can be found at the Commission's website <http://www.njccc.gov/casinos/financia/mthrev/> . For more information contact the Office of Communications.)

JULY 2010 STATISTICS

CASINO WIN AND GROSS REVENUE

July	2010	2009	Increase (Decrease)	
			\$	%
Casino Win	\$363,889,291	\$383,029,479	(19,140,188)	(5.0)
Adjustments	19,659	3,541	16,118	N/A
Gross Revenue	363,908,950	383,033,020	(19,124,070)	(5.0)
Deduction for Eligible				
Promotional Gaming Credits	40,411,033	31,954,813	8,456,220	26.5
Taxable Gross Revenue	<u>\$323,497,917</u>	<u>\$351,078,207</u>	<u>(27,580,290)</u>	<u>(7.9)</u>
<u>July YTD</u>				
Casino Win	\$2,138,309,075	\$2,320,849,533	(182,540,458)	(7.9)
Adjustments	44,638	(79,025)	123,663	N/A
Gross Revenue	2,138,353,713	2,320,770,508	(182,416,795)	(7.9)
Deduction for Eligible				
Promotional Gaming Credits	132,709,535	97,115,689	35,593,846	36.7
Taxable Gross Revenue	<u>\$2,005,644,178</u>	<u>\$2,223,654,819</u>	<u>(218,010,641)</u>	<u>(9.8)</u>

CASINO REVENUE FUND

	Gross Revenue Tax *	Interest on Casino Revenue Fund
July 2010	\$25,879,833	\$1,564
January through July 2010	\$160,451,534	(\$48,621)
May 1978 through July 2010	\$8,226,924,094	\$130,646,062

* Includes payments from tax audit deficiencies

CASINO REINVESTMENT DEVELOPMENT AUTHORITY OBLIGATIONS

(Based on 1.25% of Gross Revenue)

July 2010	\$4,548,862
January through July 2010	\$26,729,421

FIVE HIGHEST MONTHS AND YEARS-TO-DATE OF WIN FOR JULY

(\$ in Millions)

July 2005	\$504.8	July YTD 2006	\$3,017.8
July 2006	\$480.5	July YTD 2007	\$2,906.0
July 2004	\$473.9	July YTD 2005	\$2,901.3
July 2007	\$469.6	July YTD 2004	\$2,822.0
July 2008	\$438.7	July YTD 2008	\$2,727.3

FIVE HIGHEST MONTHS OF WIN IN THE HISTORY OF ATLANTIC CITY

(\$ in Millions)

July 2005	\$504.8
August 2006	\$494.4
July 2006	\$480.5
August 2003	\$474.9
July 2004	\$473.9

As of August 10, 2010

**ATLANTIC CITY CASINO INDUSTRY
COMPARISON OF CASINO WIN
FOR THE MONTH AND YEAR-TO-DATE ENDED JULY 2010 AND 2009
(PARENTHESIS INDICATE DAILY AVERAGES)***

	July 2010		July 2009	
	Month	Year-to-Date	Month	Year-to-Date
AC Hilton	19,342,237 (623,943)	99,887,724 (471,169)	18,939,081 (610,938)	118,614,736 (559,503)
Bally's AC	44,579,524 (1,438,049)	263,875,729 (1,244,697)	46,653,679 (1,504,957)	281,179,817 (1,326,320)
Borgata	64,556,373 (2,082,464)	384,970,189 (1,815,897)	64,950,476 (2,095,177)	408,528,741 (1,927,022)
Caesars	40,372,085 (1,302,325)	243,396,803 (1,148,098)	44,990,952 (1,451,321)	262,275,269 (1,237,147)
Harrah's Marina	45,250,162 (1,459,683)	273,302,043 (1,289,161)	47,761,404 (1,540,690)	280,234,267 (1,321,860)
Resorts	15,900,870 (512,931)	94,773,551 (447,045)	19,714,043 (635,937)	114,471,612 (539,960)
Showboat	28,773,765 (928,186)	172,940,599 (815,758)	29,702,932 (958,159)	183,713,673 (866,574)
Tropicana	28,404,164 (916,263)	171,274,871 (807,900)	31,386,679 (1,012,474)	184,567,798 (870,603)
Trump Marina	14,097,798 (454,768)	86,647,972 (408,717)	16,274,809 (524,994)	99,054,642 (467,239)
Trump Plaza	15,389,921 (496,449)	107,560,514 (507,361)	18,555,817 (598,575)	122,149,838 (576,178)
Trump Taj Mahal	47,222,392 (1,523,303)	239,679,080 (1,130,562)	44,099,607 (1,422,568)	266,059,140 (1,254,996)
Industry	<u>\$363,889,291</u> <u>(11,738,364)</u>	<u>\$2,138,309,075</u> <u>(10,086,365)</u>	<u>\$383,029,479</u> <u>(12,355,790)</u>	<u>\$2,320,849,533</u> <u>(10,947,402)</u>

* Industry daily averages may not foot due to rounding.

As of August 10, 2010

**THE ATLANTIC CITY CASINO INDUSTRY
CASINO WIN ANALYSIS
FOR THE MONTH ENDED JULY 2010 VERSUS 2009**

	SLOT MACHINE WIN			TABLE GAME WIN			TOTAL CASINO WIN		INCREASE (DECREASE) %
	2010	2009	INCREASE (DECREASE) %	2010	2009	INCREASE (DECREASE) %	2010	2009	
AC Hilton	14,120,798	14,047,149	0.5	5,221,439	4,891,932	6.7	19,342,237	18,939,081	2.1
Bally's AC	29,932,493	30,493,386	(1.8)	14,647,031	16,160,293	(9.4)	44,579,524	46,653,679	(4.4)
Borgata	44,421,583	41,827,453	6.2	20,134,790	23,123,023	(12.9)	64,556,373	64,950,476	(0.6)
Caesars	22,822,524	27,948,290	(18.3)	17,549,561	17,042,662	3.0	40,372,085	44,990,952	(10.3)
Harrah's Marina	34,538,383	39,093,538	(11.7)	10,711,779	8,667,866	23.6	45,250,162	47,761,404	(5.3)
Resorts	12,119,554	14,601,020	(17.0)	3,781,316	5,113,023	(26.0)	15,900,870	19,714,043	(19.3)
Showboat	23,765,570	24,236,267	(1.9)	5,008,195	5,466,665	(8.4)	28,773,765	29,702,932	(3.1)
Tropicana	21,301,264	22,238,860	(4.2)	7,102,900	9,147,819	(22.4)	28,404,164	31,386,679	(9.5)
Trump Marina	11,321,141	12,255,416	(7.6)	2,776,657	4,019,393	(30.9)	14,097,798	16,274,809	(13.4)
Trump Plaza	11,227,822	13,964,129	(19.6)	4,162,099	4,591,688	(9.4)	15,389,921	18,555,817	(17.1)
Trump Taj Mahal	27,352,995	26,126,534	4.7	19,869,397	17,973,073	10.6	47,222,392	44,099,607	7.1
Total	<u>\$252,924,127</u>	<u>\$266,832,042</u>	(5.2)	<u>\$110,965,164</u>	<u>\$116,197,437</u>	(4.5)	<u>\$363,889,291</u>	<u>\$383,029,479</u>	(5.0)

As of August 10, 2010

**THE ATLANTIC CITY CASINO INDUSTRY
CASINO WIN ANALYSIS
FOR THE YEAR-TO-DATE ENDED JULY 2010 VERSUS 2009**

	SLOT MACHINE WIN		INCREASE (DECREASE)	TABLE GAME WIN		INCREASE (DECREASE)	TOTAL CASINO WIN		INCREASE (DECREASE)
	2010	2009	%	2010	2009	%	2010	2009	%
AC Hilton	72,415,736	86,185,206	(16.0)	27,471,988	32,429,530	(15.3)	99,887,724	118,614,736	(15.8)
Bally's AC	173,128,160	185,443,884	(6.6)	90,747,569	95,735,933	(5.2)	263,875,729	281,179,817	(6.2)
Borgata	248,340,453	255,450,865	(2.8)	136,629,736	153,077,876	(10.7)	384,970,189	408,528,741	(5.8)
Caesars	148,147,093	163,173,474	(9.2)	95,249,710	99,101,795	(3.9)	243,396,803	262,275,269	(7.2)
Harrah's Marina	210,710,817	223,416,836	(5.7)	62,591,226	56,817,431	10.2	273,302,043	280,234,267	(2.5)
Resorts	69,388,548	86,583,491	(19.9)	25,385,003	27,888,121	(9.0)	94,773,551	114,471,612	(17.2)
Showboat	141,892,203	149,695,936	(5.2)	31,048,396	34,017,737	(8.7)	172,940,599	183,713,673	(5.9)
Tropicana	121,928,857	130,104,022	(6.3)	49,346,014	54,463,776	(9.4)	171,274,871	184,567,798	(7.2)
Trump Marina	66,610,770	76,055,950	(12.4)	20,037,202	22,998,692	(12.9)	86,647,972	99,054,642	(12.5)
Trump Plaza	75,063,407	86,657,377	(13.4)	32,497,107	35,492,461	(8.4)	107,560,514	122,149,838	(11.9)
Trump Taj Mahal	152,633,224	162,840,616	(6.3)	87,045,856	103,218,524	(15.7)	239,679,080	266,059,140	(9.9)
Total	<u>\$1,480,259,268</u>	<u>\$1,605,607,657</u>	(7.8)	<u>\$658,049,807</u>	<u>\$715,241,876</u>	(8.0)	<u>\$2,138,309,075</u>	<u>\$2,320,849,533</u>	(7.9)

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