

NEW JERSEY CASINO CONTROL COMMISSION

Tennessee Avenue and Boardwalk
Atlantic City, NJ 08401

CCC Announces October Casino Revenue

For Immediate Release

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ATLANTIC CITY— While reports continue to show increases in non-gaming revenue, casinos reported \$284 million in casino win in October, a decrease of 12.3 percent over the same month a year ago.

Results reported to the New Jersey Casino Control Commission Wednesday show that the 11 casinos won \$199.4 million at the slot machines and another \$84.6 million at table games in October. Slot revenue fell 10.3 percent while table game revenues decreased by 16.6 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/> .

“Recent reports have shown that people are spending more money on hotel rooms, meals and entertainment in casino hotels than ever before,” Commission Chair Linda M. Kassekert said. “As Atlantic City evolves into a greater destination resort, more people are coming here for the other attractions the city has to offer - fine dining, great entertainment, top notch hotels, spas, shops and the beach and Boardwalk.”

“Gaming revenues are down because of the increased competitive environment,” Kassekert said. “But more people are spending the night in Atlantic City and they are spending more money on all the other things the casino hotels have to offer.”

After adjustments and a deduction for promotional gaming credits, casinos paid \$20 million on taxable gross revenue of \$250.2 million in October. 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 \$3.6 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 10 months of the year, casinos won \$3.1 billion, down 9.1 percent from the same period in 2009. Revenue from slot machines was down 8.7 percent and revenue from table

games was down 10 percent for the nine months. Taxable gross revenue fell 11.2 percent to \$2.8 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.)

OCTOBER 2010 STATISTICS

CASINO WIN AND GROSS REVENUE

<u>October</u>	2010	2009	<u>Increase (Decrease)</u>	
			\$	%
Casino Win	\$284,017,705	\$323,805,176	(39,787,471)	(12.3)
Adjustments	17,161	2,986	14,175	N/A
Gross Revenue	284,034,866	323,808,162	(39,773,296)	(12.3)
Deduction for Eligible Promotional Gaming Credits	33,805,501	29,725,167	4,080,334	13.7
Taxable Gross Revenue	<u>\$250,229,365</u>	<u>\$294,082,995</u>	<u>(43,853,630)</u>	<u>(14.9)</u>
 <u>October YTD</u>				
Casino Win	\$3,066,151,594	\$3,371,807,953	(305,656,359)	(9.1)
Adjustments	149,872	(69,034)	218,906	N/A
Gross Revenue	3,066,301,466	3,371,738,919	(305,437,453)	(9.1)
Deduction for Eligible Promotional Gaming Credits	246,690,779	198,169,336	48,521,443	24.5
Taxable Gross Revenue	<u>\$2,819,610,687</u>	<u>\$3,173,569,583</u>	<u>(353,958,896)</u>	<u>(11.2)</u>

CASINO REVENUE FUND

	<u>Gross Revenue Tax *</u>	<u>Interest on Casino Revenue Fund</u>
October 2010	\$20,018,349	(\$22,699)
January through October 2010	\$225,568,855	(\$88,555)
May 1978 through October 2010	\$8,292,052,811	\$130,606,128

* Includes payments from tax audit deficiencies

CASINO REINVESTMENT DEVELOPMENT AUTHORITY OBLIGATIONS

(Based on 1.25% of Gross Revenue)

October 2010	\$3,550,436
January through October 2010	\$38,328,768

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

(\$ in Millions)

October 2005	\$427.9	October YTD 2006	\$4,396.5
October 2006	\$415.5	October YTD 2005	\$4,231.6
October 2004	\$388.1	October YTD 2007	\$4,174.9
October 2007	\$384.4	October YTD 2004	\$4,071.0
October 2003	\$380.7	October YTD 2008	\$3,897.7

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 November 10, 2010

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

	October 2010		October 2009	
	Month	Year-to-Date	Month	Year-to-Date
AC Hilton	12,691,080 (409,390)	142,638,058 (469,204)	13,843,850 (446,576)	167,309,308 (550,360)
Bally's AC	32,732,963 (1,055,902)	368,979,035 (1,213,747)	38,257,813 (1,234,123)	405,023,269 (1,332,313)
Borgata	53,183,353 (1,715,592)	551,640,241 (1,814,606)	53,384,334 (1,722,075)	593,560,316 (1,952,501)
Caesars	34,834,174 (1,123,683)	355,309,099 (1,168,780)	43,383,259 (1,399,460)	390,474,936 (1,284,457)
Harrah's Marina	34,505,411 (1,113,078)	389,208,289 (1,280,290)	42,250,925 (1,362,933)	413,486,525 (1,360,153)
Resorts	11,674,854 (376,608)	135,587,331 (446,011)	14,429,732 (465,475)	165,828,932 (545,490)
Showboat	21,998,763 (709,638)	247,974,123 (815,704)	28,465,508 (918,242)	269,551,821 (886,684)
Tropicana	24,768,361 (798,979)	250,128,306 (822,790)	23,125,692 (745,990)	267,778,043 (880,849)
Trump Marina	12,630,274 (407,428)	125,416,529 (412,554)	12,216,159 (394,070)	140,876,562 (463,410)
Trump Plaza	14,024,110 (452,391)	152,497,767 (501,637)	17,070,008 (550,645)	174,565,470 (574,229)
Trump Taj Mahal	30,974,362 (999,173)	346,772,816 (1,140,700)	37,377,896 (1,205,739)	383,352,771 (1,261,029)
Industry	<u>\$284,017,705</u> <u>(9,161,862)</u>	<u>\$3,066,151,594</u> <u>(10,086,023)</u>	<u>\$323,805,176</u> <u>(10,445,328)</u>	<u>\$3,371,807,953</u> <u>(11,091,475)</u>

* Industry daily averages may not foot due to rounding.

As of November 10, 2010

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

	SLOT MACHINE WIN			TABLE GAME WIN			TOTAL CASINO WIN		
	2010	2009	INCREASE (DECREASE) %	2010	2009	INCREASE (DECREASE) %	2010	2009	INCREASE (DECREASE) %
AC Hilton	9,804,977	9,996,804	(1.9)	2,886,103	3,847,046	(25.0)	12,691,080	13,843,850	(8.3)
Bally's AC	22,789,760	25,527,461	(10.7)	9,943,203	12,730,352	(21.9)	32,732,963	38,257,813	(14.4)
Borgata	34,677,021	33,350,600	4.0	18,506,332	20,033,734	(7.6)	53,183,353	53,384,334	(0.4)
Caesars	20,192,330	25,681,246	(21.4)	14,641,844	17,702,013	(17.3)	34,834,174	43,383,259	(19.7)
Harrah's Marina	27,192,066	32,940,151	(17.5)	7,313,345	9,310,774	(21.5)	34,505,411	42,250,925	(18.3)
Resorts	9,320,450	11,200,726	(16.8)	2,354,404	3,229,006	(27.1)	11,674,854	14,429,732	(19.1)
Showboat	18,407,676	23,540,053	(21.8)	3,591,087	4,925,455	(27.1)	21,998,763	28,465,508	(22.7)
Tropicana	15,846,909	16,810,079	(5.7)	8,921,452	6,315,613	41.3	24,768,361	23,125,692	7.1
Trump Marina	9,782,046	9,862,040	(0.8)	2,848,228	2,354,119	21.0	12,630,274	12,216,159	3.4
Trump Plaza	10,254,470	11,665,381	(12.1)	3,769,640	5,404,627	(30.3)	14,024,110	17,070,008	(17.8)
Trump Taj Mahal	21,121,196	21,809,089	(3.2)	9,853,166	15,568,807	(36.7)	30,974,362	37,377,896	(17.1)
Total	\$199,388,901	\$222,383,630	(10.3)	\$84,628,804	\$101,421,546	(16.6)	\$284,017,705	\$323,805,176	(12.3)

As of November 10, 2010

**THE ATLANTIC CITY CASINO INDUSTRY
CASINO WIN ANALYSIS
FOR THE YEAR-TO-DATE ENDED OCTOBER 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	106,008,770	120,970,840	(12.4)	36,629,288	46,338,468	(21.0)	142,638,058	167,309,308	(14.7)
Bally's AC	246,279,985	269,958,120	(8.8)	122,699,050	135,065,149	(9.2)	368,979,035	405,023,269	(8.9)
Borgata	360,402,528	369,537,639	(2.5)	191,237,713	224,022,677	(14.6)	551,640,241	593,560,316	(7.1)
Caesars	213,896,065	243,703,019	(12.2)	141,413,034	146,771,917	(3.7)	355,309,099	390,474,936	(9.0)
Harrah's Marina	300,947,982	329,469,553	(8.7)	88,260,307	84,016,972	5.1	389,208,289	413,486,525	(5.9)
Resorts	100,159,050	124,462,726	(19.5)	35,428,281	41,366,206	(14.4)	135,587,331	165,828,932	(18.2)
Showboat	202,914,832	221,487,004	(8.4)	45,059,291	48,064,817	(6.3)	247,974,123	269,551,821	(8.0)
Tropicana	175,891,967	189,502,924	(7.2)	74,236,339	78,275,119	(5.2)	250,128,306	267,778,043	(6.6)
Trump Marina	97,129,615	108,149,686	(10.2)	28,286,914	32,726,876	(13.6)	125,416,529	140,876,562	(11.0)
Trump Plaza	107,772,814	124,126,154	(13.2)	44,724,953	50,439,316	(11.3)	152,497,767	174,565,470	(12.6)
Trump Taj Mahal	222,277,542	234,646,481	(5.3)	124,495,274	148,706,290	(16.3)	346,772,816	383,352,771	(9.5)
Total	<u>\$2,133,681,150</u>	<u>\$2,336,014,146</u>	(8.7)	<u>\$932,470,444</u>	<u>\$1,035,793,807</u>	(10.0)	<u>\$3,066,151,594</u>	<u>\$3,371,807,953</u>	(9.1)

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