

## CASINO CONTROL COMMISSION

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Tennessee Avenue and Boardwalk  
Atlantic City, NJ 08401

# ***CCC Announces 1st Quarter 2010 Results***

## **For Immediate Release**

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***ATLANTIC CITY*** -- Casinos here reported a 25.2 percent decrease in gross operating profits in the first quarter of 2010, according to figures released Wednesday by the New Jersey Casino Control Commission.

Gross operating profits totaled \$111.2 million for the three-month period compared to \$148.7 million for the same period last year. Net revenues fell by 8 percent for the period to \$850.8 million.

The Borgata led the industry with gross operating profits of \$39.4 million for the quarter, a decrease of 16.1 percent. Harrah's reported gross operating profits of \$29.8 million, down 8.8 percent; Caesars reported gross operating profits of \$17.2 million, a decline of 12.8 percent from the same period a year ago.

Bally's reported \$15.5 million in gross operating profits, a decline of 34.5 percent; Trump Taj Mahal reported gross operating profits of \$12.1 million, a decrease of 40.9 percent, and Showboat reported gross operating profits of \$10.1 million, a decline of 29 percent compared to the first quarter of last year.

Tropicana was the only casino to report an increase in gross operating profits for the period with \$5.1 million, an increase of 6.2 percent.

The Trump Plaza reported a gross operating loss of \$283,000 compared to a loss of \$529,000 in the same period last year and Trump Marina reported a gross operating loss of \$2.5 million compared to a loss of \$858,000 last year. Resorts reported a \$7 million

gross operating loss compared to a \$3.9 million loss in the prior year and the Atlantic City Hilton reported a gross operating loss of \$8.2 million compared to a gross operating loss of \$8.4 million in the same period last year.

Gross operating profit represents earnings before interest, taxes, depreciation, amortization and charges from affiliates. After all of those other charges, the industry reported a net loss of \$19 million compared to a net loss of \$91.6 million in the same period last year. The number of occupied room nights in casino hotels continued to increase in the quarter to 1.18 million, an increase of more than 22,000 room-nights. The occupancy rate increased to 76.9 percent compared to 75.3 percent in the first quarter of 2009.

*(Copies of individual quarterly reports are available on the Commission's web page at [www.state.nj.us/casinos/financia/qtrincome/](http://www.state.nj.us/casinos/financia/qtrincome/). For more information contact the Office of Communications at 609 441-3799.)*

**ATLANTIC CITY CASINO INDUSTRY  
STATEMENT OF INCOME STATISTICS  
FOR THE QUARTER ENDED MARCH 31, 2010 AND 2009  
(\$ in Thousands)**

	<u>Net Revenue</u>		Fav (Unfav) Var %	<u>Gross Operating Profit</u>		Fav (Unfav) Var %	<u>Net Income</u>		Fav (Unfav) Var %
	<u>2010</u>	<u>2009</u>		<u>2010</u>	<u>2009</u>		<u>2010</u>	<u>2009</u>	
AC Hilton	\$ 33,131	\$ 39,412	(15.9)	\$ (8,179)	\$ (8,427)	2.9	\$ (14,930)	\$ (15,740)	5.1
Bally's AC	100,101	113,091	(11.5)	15,450	23,574	(34.5)	(8,444)	(3,076)	N/A
Borgata	175,066	187,890	(6.8)	39,445	47,031	(16.1)	12,520	16,449	(23.9)
Caesars	92,810	97,685	(5.0)	17,220	19,748	(12.8)	(7,585)	(8,127)	6.7
Harrah's Marina	114,584	113,054	1.4	29,820	32,692	(8.8)	(6,588)	(796)	N/A
Resorts	31,762	38,474	(17.4)	(7,005)	(3,924)	(78.5)	(7,204)	(9,938)	27.5
Showboat	61,882	67,308	(8.1)	10,093	14,213	(29.0)	574	1,870	(69.3)
Tropicana (a)	73,007	76,020	(4.0)	5,051	4,757	6.2	29,840	(36,955)	N/A
Trump Marina	32,406	37,368	(13.3)	(2,509)	(858)	N/A	(5,241)	(3,346)	(56.6)
Trump Plaza	41,928	46,581	(10.0)	(283)	(529)	46.5	(4,638)	(15,997)	71.0
Trump Taj Mahal	94,103	108,309	(13.1)	12,056	20,383	(40.9)	(7,293)	(15,899)	54.1
Industry	<u>\$ 850,780</u>	<u>\$ 925,192</u>	(8.0)	<u>\$ 111,159</u>	<u>\$ 148,660</u>	(25.2)	<u>\$ (18,989)</u>	<u>\$ (91,555)</u>	79.3

(a) Tropicana was acquired by a reorganized Tropicana Entertainment on March 8, 2010. The "combined" statistics above reflect the former entity (Adamar of New Jersey, Inc.) from January 1 through March 7, 2010 and the new entity (Tropicana Atlantic City Corp.) from March 8 through March 31, 2010 as follows (\$ in thousands):

	<u>Net Revenue</u>	<u>GOP</u>	<u>Net Income</u>
Adamar of New Jersey, Inc.	\$53,341	\$3,682	(\$18,543)
Tropicana Atlantic City Corp.	19,666	1,369	48,383

**ATLANTIC CITY CASINO INDUSTRY  
STATEMENTS OF INCOME  
FOR THE QUARTER ENDED MARCH 31, 2010  
(\$ in Thousands)**

	AC Hilton	Bally's AC	Borgata	Caesars	Harrah's Marina	Resorts	Showboat	Adamar of NJ, Inc. (a)	Tropicana AC Corp. (a)	Trump Marina	Trump Plaza	Trump Taj Mahal	Industry
<b>REVENUE:</b>													
Casino	\$ 37,206	\$ 106,320	\$ 153,776	\$ 99,895	\$ 110,648	\$ 37,300	\$ 67,877	\$ 49,905	\$ 18,272	\$ 34,225	\$ 42,616	\$ 93,945	\$ 851,985
Rooms	3,028	11,290	26,402	9,153	17,670	3,098	8,295	10,554	4,371	3,254	5,127	11,350	113,592
Food and Beverage	4,891	15,858	34,363	11,609	18,697	4,284	10,741	7,017	2,771	3,789	4,655	11,635	130,310
Other	701	3,536	9,843	3,307	5,907	714	2,249	3,004	1,142	1,306	1,711	4,748	38,168
Total Revenue	45,826	137,004	224,384	123,964	152,922	45,396	89,162	70,480	26,556	42,574	54,109	121,678	1,134,055
Less: Promotional Allowances	12,695	36,903	49,318	31,154	38,338	13,634	27,280	17,139	6,890	10,168	12,181	27,575	283,275
<b>NET REVENUE</b>	<b>33,131</b>	<b>100,101</b>	<b>175,066</b>	<b>92,810</b>	<b>114,584</b>	<b>31,762</b>	<b>61,882</b>	<b>53,341</b>	<b>19,666</b>	<b>32,406</b>	<b>41,928</b>	<b>94,103</b>	<b>850,780</b>
<b>COSTS AND EXPENSES:</b>													
Cost of Goods and Services	33,566	73,959	114,572	62,269	69,759	31,229	43,872	39,942	14,507	29,014	34,333	67,315	614,337
Selling, General, and Administrative	7,177	10,308	20,347	12,142	14,425	6,975	7,504	9,110	3,451	5,488	7,414	12,840	117,181
Provision for Doubtful Accounts	567	384	702	1,179	580	563	413	607	339	413	464	1,892	8,103
Total Costs & Expenses	41,310	84,651	135,621	75,590	84,764	38,767	51,789	49,659	18,297	34,915	42,211	82,047	739,621
<b>GROSS OPERATING PROFIT</b>	<b>(8,179)</b>	<b>15,450</b>	<b>39,445</b>	<b>17,220</b>	<b>29,820</b>	<b>(7,005)</b>	<b>10,093</b>	<b>3,682</b>	<b>1,369</b>	<b>(2,509)</b>	<b>(283)</b>	<b>12,056</b>	<b>111,159</b>
Depreciation and Amortization	915	9,080	18,379	12,525	13,385	137	6,124	11,478	1,472	697	1,022	9,771	84,985
Charges from Affiliates Other than Interest:													
Management Fees	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	337	6,244	-	5,278	6,921	-	4,151	-	-	1,247	1,552	3,423	29,153
<b>INCOME (LOSS) FROM OPERATIONS</b>	<b>(9,431)</b>	<b>126</b>	<b>21,066</b>	<b>(583)</b>	<b>9,514</b>	<b>(7,142)</b>	<b>(182)</b>	<b>(7,796)</b>	<b>(103)</b>	<b>(4,453)</b>	<b>(2,857)</b>	<b>(1,138)</b>	<b>(2,979)</b>
<b>OTHER INCOME (EXPENSES):</b>													
Interest (Expense) - Affiliates	(5,422)	(12,410)	-	(11,015)	-	-	-	-	-	(542)	(1,450)	(5,313)	(36,152)
Interest (Expense) - External	(7)	(66)	(5,544)	(98)	(11,265)	(15)	-	(3)	(1)	(152)	(367)	(492)	(18,010)
Invest. Alt. Tax & Related Income (Exp.)-Net	(157)	(511)	(1,105)	(255)	(100)	(376)	1,246	(112)	(114)	(144)	(161)	(390)	(2,179)
Nonoperating Income (Expense) - Net	87	201	(391)	(428)	(8,748)	329	315	(11,840)	22	50	197	40	(20,166)
Total Other Income (Expenses)	(5,499)	(12,786)	(7,040)	(11,796)	(20,113)	(62)	1,561	(11,955)	(93)	(788)	(1,781)	(6,155)	(76,507)
<b>Income(Loss) Before Taxes&amp;Extraordinary Items</b>	<b>(14,930)</b>	<b>(12,660)</b>	<b>14,026</b>	<b>(12,379)</b>	<b>(10,599)</b>	<b>(7,204)</b>	<b>1,379</b>	<b>(19,751)</b>	<b>(196)</b>	<b>(5,241)</b>	<b>(4,638)</b>	<b>(7,293)</b>	<b>(79,486)</b>
Provision (Credit) for Income Taxes	-	(4,216)	1,506	(4,794)	(4,011)	-	805	(1,208)	-	-	-	-	(11,918)
<b>Income (Loss) Before Extraordinary Items</b>	<b>(14,930)</b>	<b>(8,444)</b>	<b>12,520</b>	<b>(7,585)</b>	<b>(6,588)</b>	<b>(7,204)</b>	<b>574</b>	<b>(18,543)</b>	<b>(196)</b>	<b>(5,241)</b>	<b>(4,638)</b>	<b>(7,293)</b>	<b>(67,568)</b>
Extraordinary Items (Net of Income Taxes)	-	-	-	-	-	-	-	-	48,579	-	-	-	48,579
<b>NET INCOME (LOSS)</b>	<b>\$ (14,930)</b>	<b>\$ (8,444)</b>	<b>\$ 12,520</b>	<b>\$ (7,585)</b>	<b>\$ (6,588)</b>	<b>\$ (7,204)</b>	<b>\$ 574</b>	<b>\$ (18,543)</b>	<b>\$ 48,383</b>	<b>\$ (5,241)</b>	<b>\$ (4,638)</b>	<b>\$ (7,293)</b>	<b>\$ (18,989)</b>

(a) Tropicana was acquired by a reorganized Tropicana Entertainment on March 8, 2010 and thus, two income statements were submitted for the period.

**ATLANTIC CITY CASINO INDUSTRY  
STATEMENTS OF INCOME  
FOR THE QUARTER ENDED MARCH 31, 2009  
(\$ in Thousands)**

	AC Hilton	Bally's AC	Borgata	Caesars	Harrah's Marina	Resorts	Showboat	Adamar of NJ, Inc.	Trump Marina	Trump Plaza	Trump Taj Mahal	Industry
<b>REVENUE:</b>												
Casino	\$ 48,621	\$ 115,866	\$ 168,849	\$ 103,618	\$ 111,521	\$ 45,506	\$ 71,376	\$ 73,407	\$ 41,254	\$ 49,178	\$ 117,245	\$ 946,441
Rooms	3,745	10,830	26,041	8,258	15,046	3,330	7,609	14,488	3,687	5,104	10,785	108,923
Food and Beverage	7,720	15,169	33,993	10,839	16,035	4,875	10,816	10,634	4,374	5,465	12,484	132,404
Other	1,855	3,291	9,305	3,040	5,083	943	2,634	4,853	1,591	1,814	4,554	38,963
Total Revenue	61,941	145,156	238,188	125,755	147,685	54,654	92,435	103,382	50,906	61,561	145,068	1,226,731
Less: Promotional Allowances	22,529	32,065	50,298	28,070	34,631	16,180	25,127	27,362	13,538	14,980	36,759	301,539
<b>NET REVENUE</b>	<b>39,412</b>	<b>113,091</b>	<b>187,890</b>	<b>97,685</b>	<b>113,054</b>	<b>38,474</b>	<b>67,308</b>	<b>76,020</b>	<b>37,368</b>	<b>46,581</b>	<b>108,309</b>	<b>925,192</b>
<b>COSTS AND EXPENSES:</b>												
Cost of Goods and Services	39,329	77,220	115,741	63,433	66,661	32,972	43,786	55,648	30,794	36,740	69,242	631,566
Selling, General, and Administrative	7,591	11,000	22,823	13,074	12,338	8,801	8,294	14,997	6,783	9,825	16,806	132,332
Provision for Doubtful Accounts	919	1,297	2,295	1,430	1,363	625	1,015	618	649	545	1,878	12,634
Total Costs & Expenses	47,839	89,517	140,859	77,937	80,362	42,398	53,095	71,263	38,226	47,110	87,926	776,532
<b>GROSS OPERATING PROFIT</b>	<b>(8,427)</b>	<b>23,574</b>	<b>47,031</b>	<b>19,748</b>	<b>32,692</b>	<b>(3,924)</b>	<b>14,213</b>	<b>4,757</b>	<b>(858)</b>	<b>(529)</b>	<b>20,383</b>	<b>148,660</b>
Depreciation and Amortization	3,552	9,334	20,091	12,110	12,335	3,643	6,382	16,833	186	3,832	10,413	98,711
Charges from Affiliates Other than Interest:												
Management Fees	-	-	-	-	-	411	-	-	-	-	-	411
Other	402	6,032	-	5,545	7,581	-	3,917	-	1,552	1,893	3,161	30,083
<b>INCOME (LOSS) FROM OPERATIONS</b>	<b>(12,381)</b>	<b>8,208</b>	<b>26,940</b>	<b>2,093</b>	<b>12,776</b>	<b>(7,978)</b>	<b>3,914</b>	<b>(12,076)</b>	<b>(2,596)</b>	<b>(6,254)</b>	<b>6,809</b>	<b>19,455</b>
<b>OTHER INCOME (EXPENSES):</b>												
Interest (Expense) - Affiliates	(3,231)	(12,410)	-	(11,014)	(3,914)	(3,516)	-	(21,416)	(510)	(7,135)	(17,304)	(80,450)
Interest (Expense) - External	(4)	(30)	(8,011)	(150)	(7,930)	(404)	-	(115)	(133)	(419)	(536)	(17,732)
Invest. Alt. Tax & Related Income (Exp.)-Net	(206)	(567)	(1,134)	(180)	(450)	(200)	(433)	(469)	(174)	(168)	(493)	(4,474)
Nonoperating Income (Expense) - Net	82	(256)	(314)	(2,578)	(1,153)	2,160	191	(2,879)	67	(2,021)	(4,375)	(11,076)
Total Other Income (Expenses)	(3,359)	(13,263)	(9,459)	(13,922)	(13,447)	(1,960)	(242)	(24,879)	(750)	(9,743)	(22,708)	(113,732)
<b>Income(Loss) Before Taxes&amp;Extraordinary Items</b>	<b>(15,740)</b>	<b>(5,055)</b>	<b>17,481</b>	<b>(11,829)</b>	<b>(671)</b>	<b>(9,938)</b>	<b>3,672</b>	<b>(36,955)</b>	<b>(3,346)</b>	<b>(15,997)</b>	<b>(15,899)</b>	<b>(94,277)</b>
Provision (Credit) for Income Taxes	-	(1,979)	1,032	(3,702)	125	-	1,802	-	-	-	-	(2,722)
Income (Loss) Before Extraordinary Items	(15,740)	(3,076)	16,449	(8,127)	(796)	(9,938)	1,870	(36,955)	(3,346)	(15,997)	(15,899)	(91,555)
Extraordinary Items (Net of Income Taxes)	-	-	-	-	-	-	-	-	-	-	-	-
<b>NET INCOME (LOSS)</b>	<b>\$ (15,740)</b>	<b>\$ (3,076)</b>	<b>\$ 16,449</b>	<b>\$ (8,127)</b>	<b>\$ (796)</b>	<b>\$ (9,938)</b>	<b>\$ 1,870</b>	<b>\$ (36,955)</b>	<b>\$ (3,346)</b>	<b>\$ (15,997)</b>	<b>\$ (15,899)</b>	<b>\$ (91,555)</b>

**ATLANTIC CITY CASINO INDUSTRY  
HOTEL STATISTICS  
FOR THE QUARTER ENDED MARCH 31, 2010**

CASINO	NUMBER OF GUEST ROOMS IN PROPERTY*	NUMBER OF AVAILABLE ROOM NIGHTS	NUMBER OF OCCUPIED ROOM NIGHTS	OCCUPANCY RATE	AVERAGE RATE PER OCCUPIED ROOM
AC Hilton	809	72,714	44,876	61.7%	\$ 66.78
Bally's AC	1,751	157,605	137,406	87.2%	82.17
Borgata	2,769	244,876	196,133	80.1%	131.94
Caesars	1,141	102,690	94,235	91.8%	90.17
Harrah's Marina	2,590	233,100	181,772	78.0%	97.21
Resorts	942	84,686	47,285	55.8%	65.54
Showboat	1,331	119,790	92,724	77.4%	89.46
Adamar of NJ, Inc. (a)	0	140,514	104,977	74.7%	100.54
Tropicana AC Corp. (a)	2,129	51,096	42,376	82.9%	103.14
Trump Marina	728	65,520	41,162	62.8%	79.05
Trump Plaza	906	81,540	62,665	76.9%	81.82
Trump Taj Mahal	2,010	180,900	134,364	74.3%	84.66
<b>INDUSTRY TOTAL</b>	<b>17,106</b>	<b>1,535,031</b>	<b>1,179,975</b>		
<b>INDUSTRY AVERAGE</b>				<b>76.9%</b>	<b>\$95.26</b>

\* Number of guest rooms at end of quarter

(a) Tropicana was acquired by a reorganized Tropicana Entertainment on March 8, 2010 and thus, two sets of financial statements were submitted for the period.