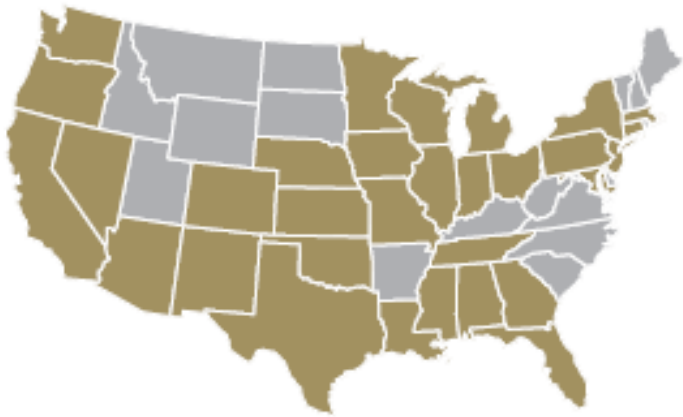


PENN NATIONAL
GAMING, INC.

®

Ohioans Generate Over 2 Million Casino Trips

States Generating Over 2 Million
2005 Casino Trips



Alabama
Arizona
California
Colorado
Connecticut
Florida
Georgia
Illinois
Indiana
Iowa
Kansas
Louisiana
Maryland
Massachusetts
Michigan
Minnesota

Mississippi
Missouri
Nebraska
Nevada
New Jersey
New Mexico
New York
Ohio
Oklahoma
Oregon
Pennsylvania
Tennessee
Texas
Washington
Wisconsin



Casino Participation

17.6% have visited a casino at least once in the past year

20.8% have visited a casino at least once in the past year

18.5% have visited a casino at least once in the past year

15.9% have visited a casino at least once in the past year




























13.9% have visited a casino at least once in the past year

20.4% have visited a casino at least once in the past year



Ohio Gamers

are more likely to be age 35-44 or 50-74, and earn \$75k+

THE MEDIA AUDIT			
TARGET MARKET PROFILE REPORT			
REPORT MARKET: TOLEDO, OH			
REPORT BASE: ADULTS AGE 18+			
REPORT PERIOD: NOV-DEC 2008			
TARGET: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR			
BASE POPULATION: 584,224	% IN TARGET: 17.6%		TARGET PERSONS: 102,567
MARKET PROFILE GROUPS	MARKET PROFILE PERCENT	TARGET PROFILE PERCENT	INDEX 0 100 200 300
GENDERS--MALE	48.0	50.0	104 
GENDERS--FEMALE	52.0	50.0	96 
AGES--18-20	7.4	3.1	42 
AGES--21-24	5.9	4.5	75 
AGES--25-34	15.6	9.3	59 
AGES--35-44	20.5	26.7	130 
AGES--45-49	9.7	8.6	88 
AGES--50-54	9.5	12.2	128 
AGES--55-64	14.8	16.3	110 
AGES--65-74	8.9	13.8	155 
AGES--75 +	7.8	5.6	71 
ETHNICITY--WHITE	81.7	80.3	98 
ETHNICITY--BLACK	9.9	10.9	110 
ETHNICITY--HISPANIC	3.7	5.5	148 
ETHNICITY--ASIAN	1.0	*	*
INCOME--< 15K	6.5	6.0	92 
INCOME--15K-25K	17.3	20.7	119 
INCOME--25K-35K	19.6	7.1	36 
INCOME--35K-50K	21.3	18.7	87 
INCOME--50K-75K	14.3	12.1	85 
INCOME--75K-100K	9.0	18.2	202 
INCOME--100K-150K	7.7	9.1	117 
INCOME--150K+	4.3	8.0	185 
EDUCATION--H.S. OR LESS	7.2	8.4	115 
EDUCATION--H.S. GRADUATE	38.1	38.3	100 
EDUCATION--SOME COLLEGE	28.8	32.9	114 
EDUCATION--COLLEGE DEGREE	17.1	12.7	74 
EDUCATION--ADVANCED DEGREE	8.3	7.7	93 

Ohio Gamers are Politically Active

Report: TARGET PROFILE REPORT
Market: TOLEDO, OH for NOV-DEC 2008
Bases: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION
Base Population: 102,567

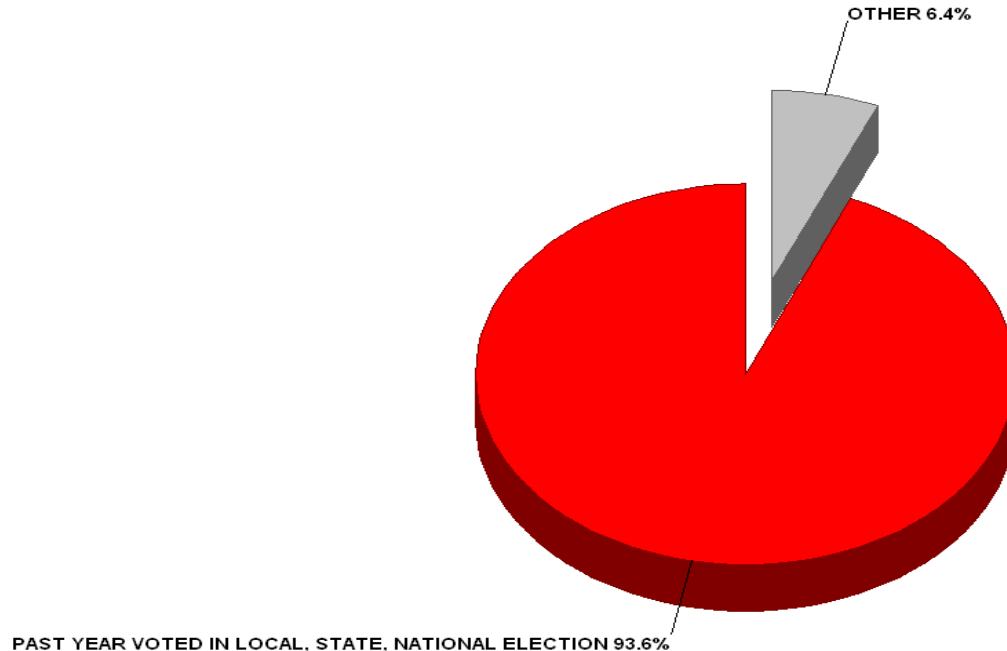
THE MEDIA AUDIT

Target Analysis

% In Target: 93.6%

Target Persons: 96,038

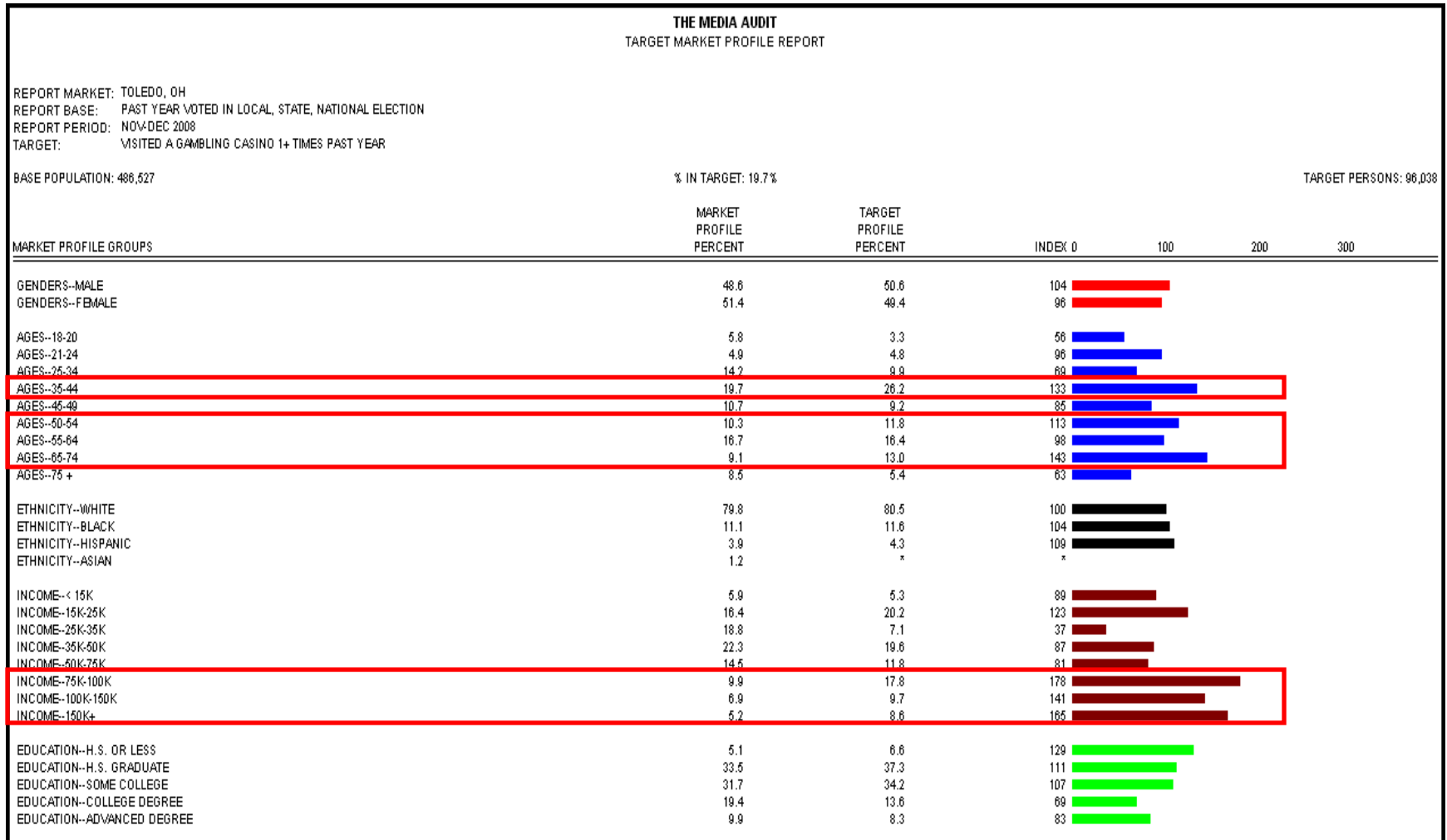
Over 93% of Ohio Gamers Voted in the Past Year in a State or Local Election



MARKET PROFILE IS BASED ON 147 RESPONDENTS. TARGET PROFILE IS BASED ON 134 RESPONDENTS IN THE AUDIENCE OF THE TARGET.

Politically Active Gamers **Mirror** Overall Gamers

more likely to be age 35-44 or 50-74, and earn \$75k+



Reach over 45% of Politically Active Gamers with the Toledo Blade Weekday Section 1

Report: RANKER REPORT
Market: TOLEDO, OH for NOV-DEC 2008
Bases: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION
Base Population: 102,567

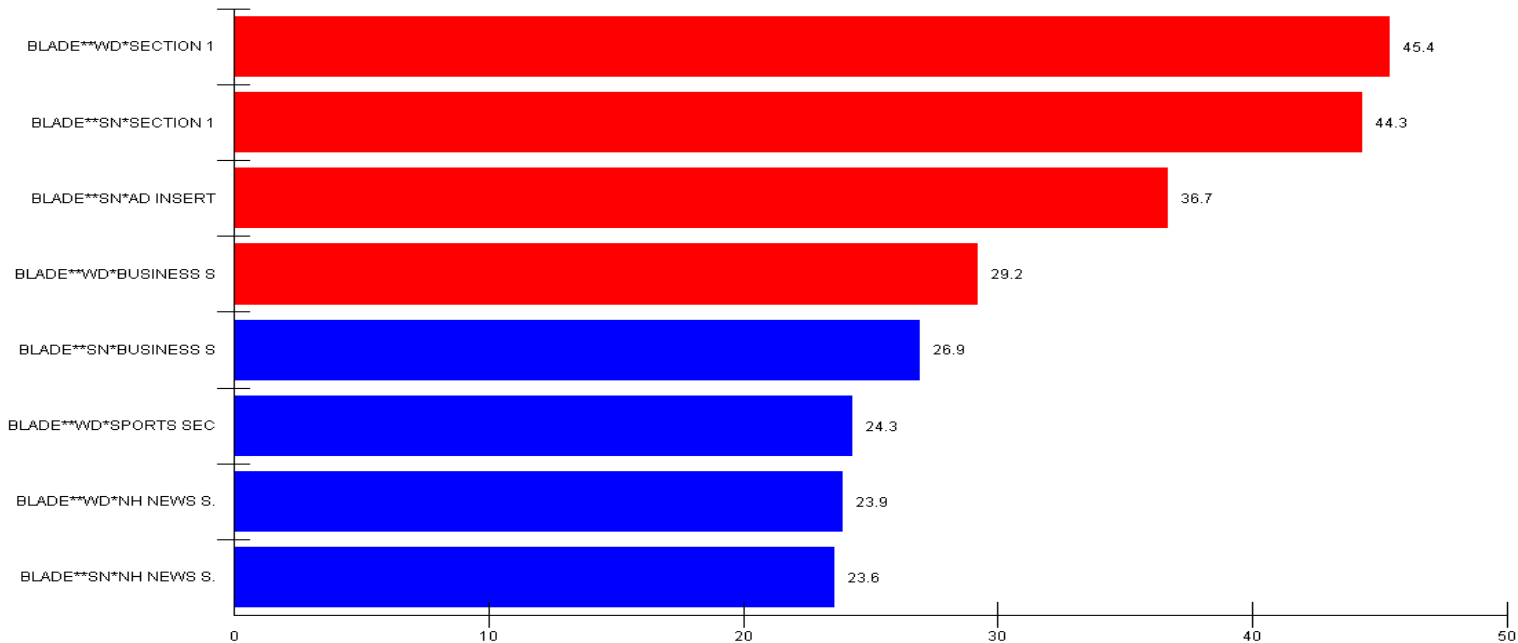
THE MEDIA AUDIT

Cume Ratings

% In Target: 93.6%

Target Persons: 96,038

Top Toledo Blade Sections to Reach Politically Active Gamers



BASED ON 134 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 147 BASE # OF RESPONDENTS

Reach **nearly 2/3** of Politically Active Gamers with ToledoBlade.com and Key Print Sections

Report: RANKER REPORT
Market: TOLEDO, OH for NOV-DEC 2008
Bases: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION
Base Population: 102,567

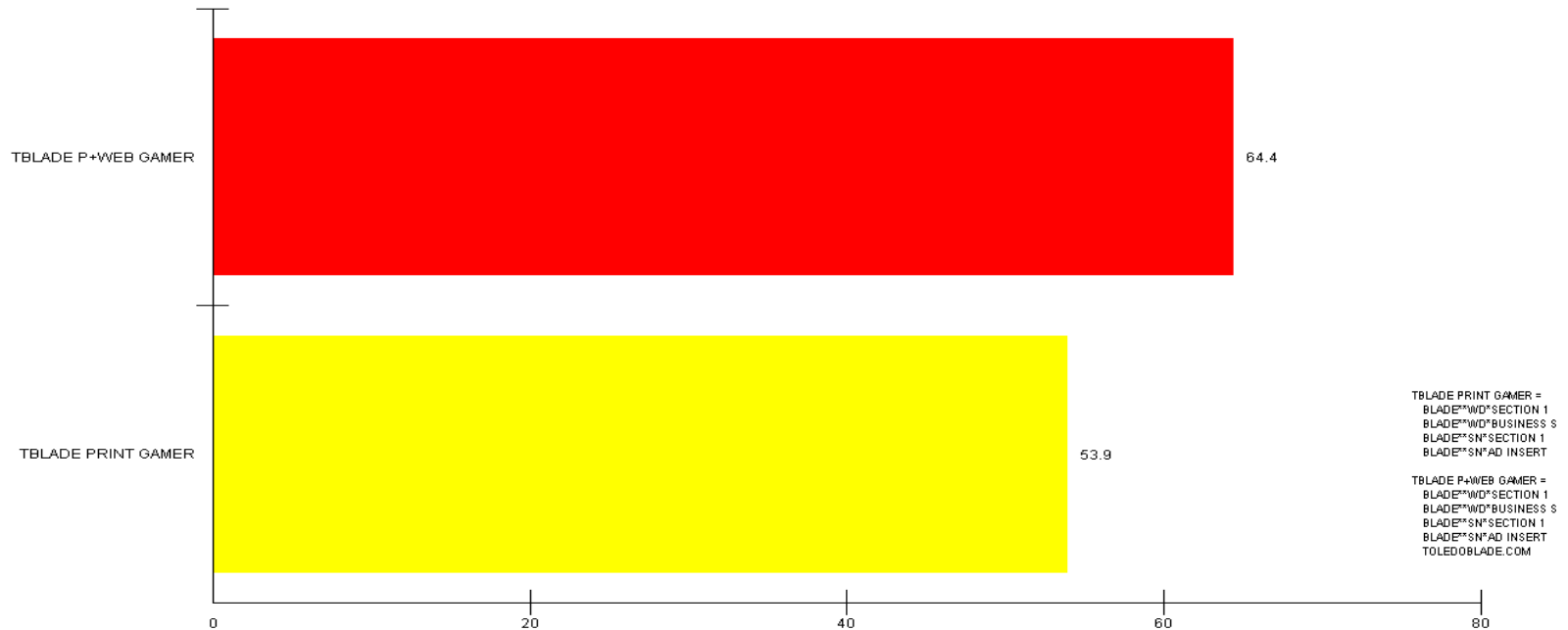
THE MEDIA AUDIT

Cume Ratings

% In Target: 93.6%

Target Persons: 96,038

Expand Your Reach of Politically Active Gamers with ToledoBlade.com



BASED ON 134 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 147 BASE # OF RESPONDENTS

Ohio Gamer Profiles by Market

Akron Gamer

Report: TARGET QUICK PROFILE
 Market: AKRON, OH for JUL-AUG 2008
 Bases: ADULTS AGE 18+
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR
 Base Population: 541,632

THE MEDIA AUDIT

All Groups
 TOTAL

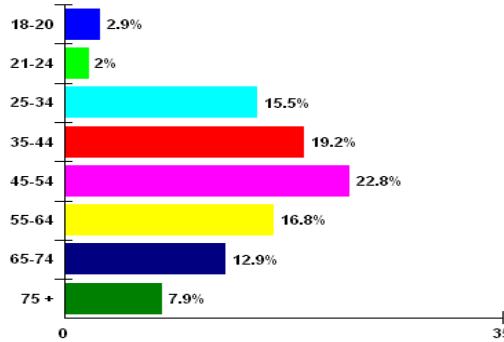
% in Target: 18.5

Target Persons: 100,463

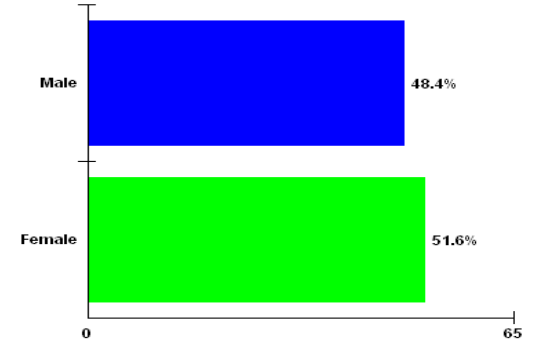
Target Profile

Total Income: \$6,543,361,000
Mean Income: \$65,132
Mean Age: 49
Home Owners: 81%
Mean Home Value: \$192,644
Mean Miles Past Week: 224

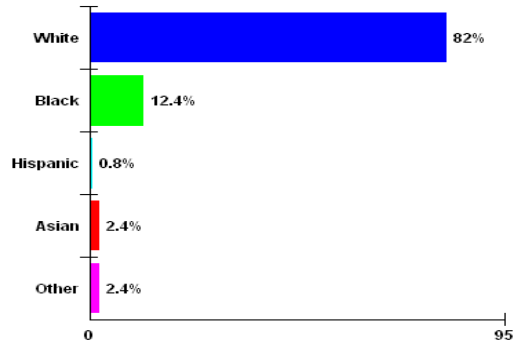
Age Analysis



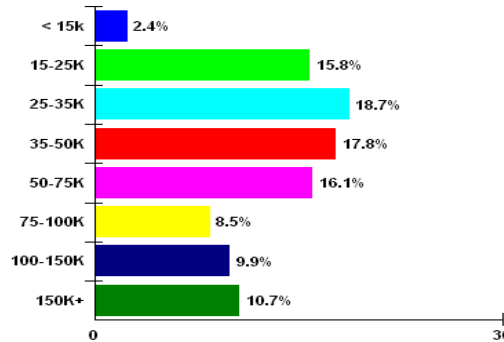
Gender Profile



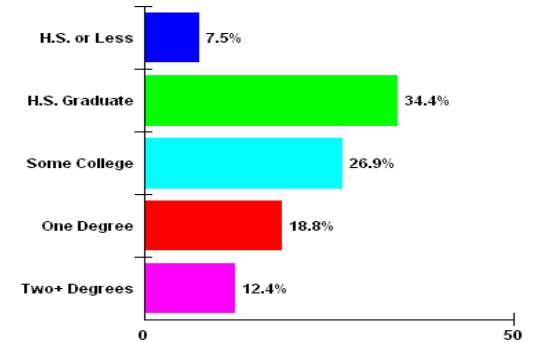
Ethnicity Profile



Annual Income



Education Profile



Cincinnati Gamer

Report: TARGET QUICK PROFILE
 Market: CINCINNATI, OH for JUL-AUG 2008
 Bases: ADULTS AGE 18+
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR
 Base Population: 1,574,207

THE MEDIA AUDIT

All Groups
 TOTAL

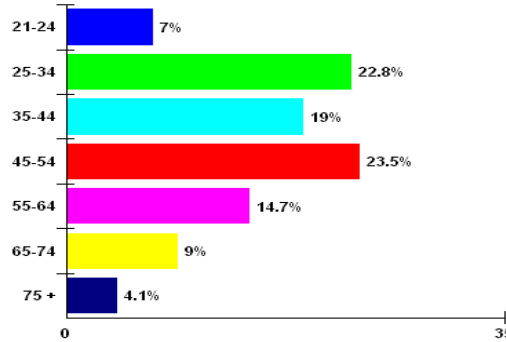
% in Target: 20.4

Target Persons: 320,899

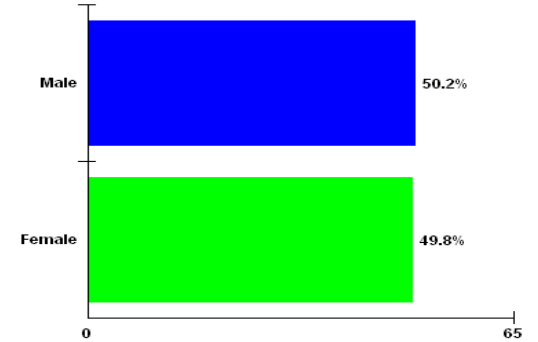
Target Profile

Total Income: \$22,098,492,750
Mean Income: \$68,864
Mean Age: 45
Home Owners: 80%
Mean Home Value: \$221,132
Mean Miles Past Week: 250

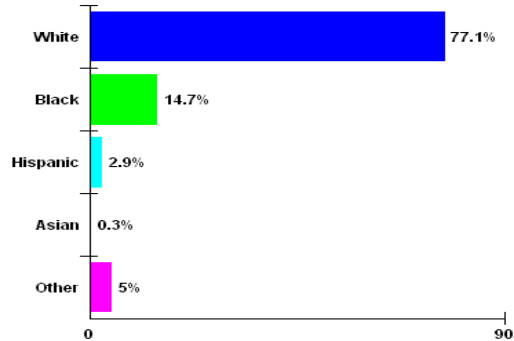
Age Analysis



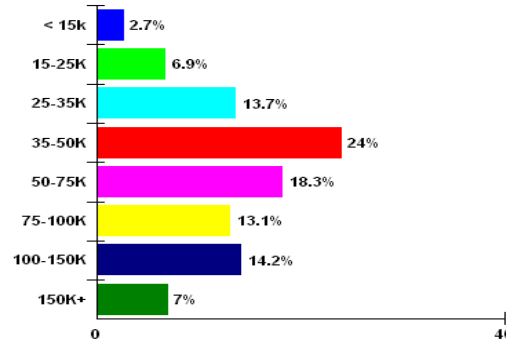
Gender Profile



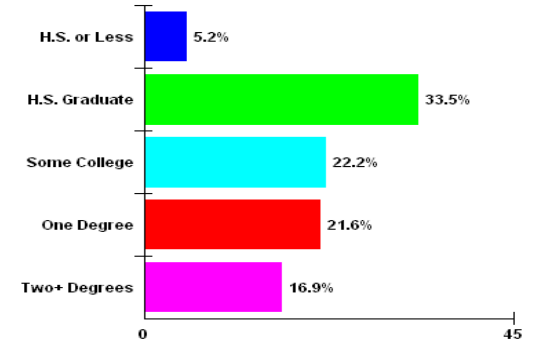
Ethnicity Profile



Annual Income



Education Profile



Cleveland Gamer

Report: TARGET QUICK PROFILE
 Market: CLEVELAND, OH for NOV '08-JAN 2009
 Bases: ADULTS AGE 18+
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 1,606,668

% in Target: 20.8

Target Persons: 334,525

Target Profile

Total Income: \$21,503,081,500

Mean Income: \$64,279

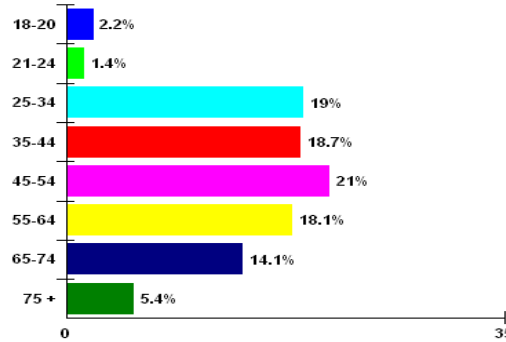
Mean Age: 48

Home Owners: 80%

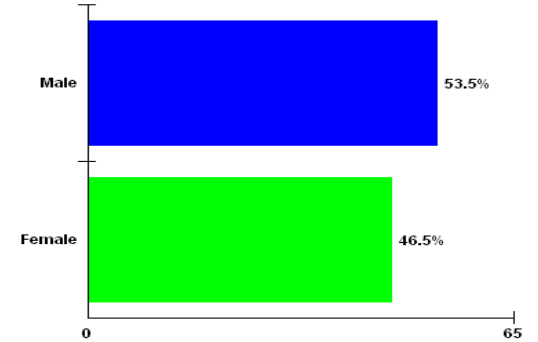
Mean Home Value: \$199,026

Mean Miles Past Week: 201

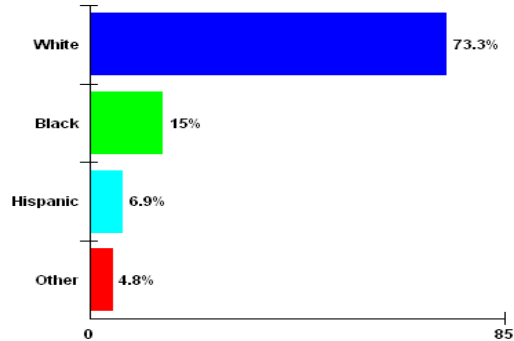
Age Analysis



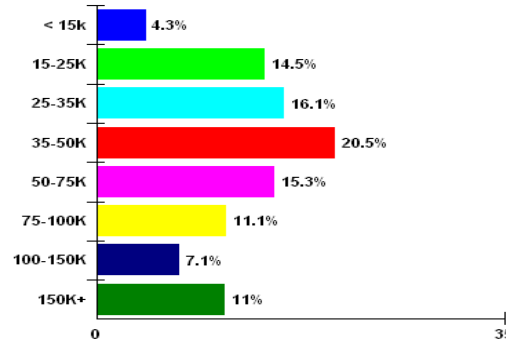
Gender Profile



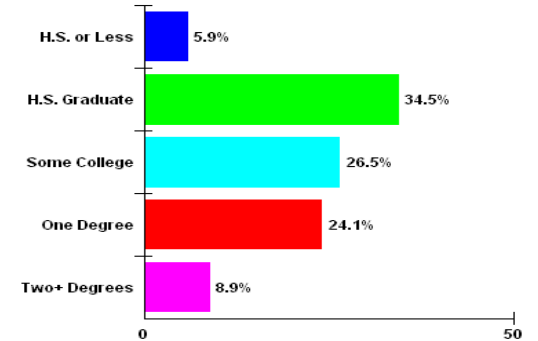
Ethnicity Profile



Annual Income



Education Profile



Columbus Gamer

Report: TARGET QUICK PROFILE
 Market: COLUMBUS, OH for SEP-OCT 2008
 Bases: ADULTS AGE 18+
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR
 Base Population: 1,287,922

THE MEDIA AUDIT

All Groups
 TOTAL

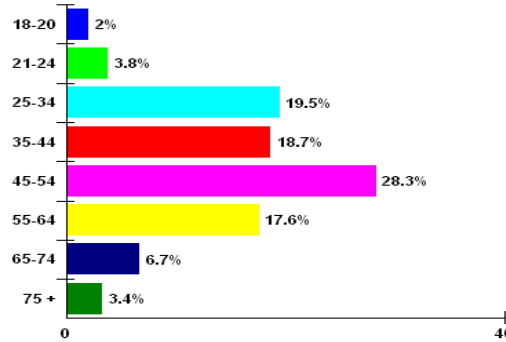
% in Target: 15.9

Target Persons: 204,149

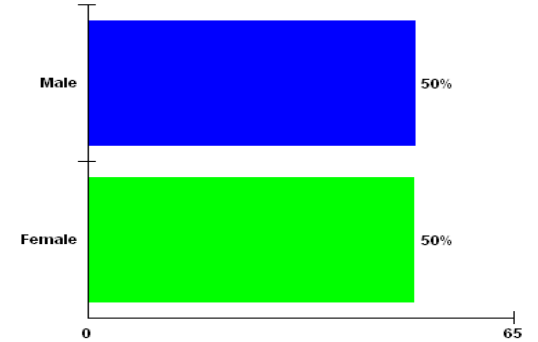
Target Profile

Total Income: \$15,352,533,750
Mean Income: \$75,203
Mean Age: 46
Home Owners: 79%
Mean Home Value: \$214,885
Mean Miles Past Week: 262

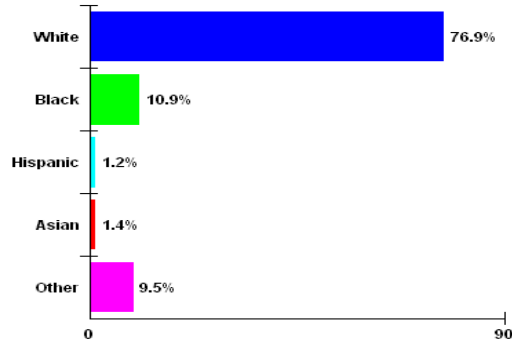
Age Analysis



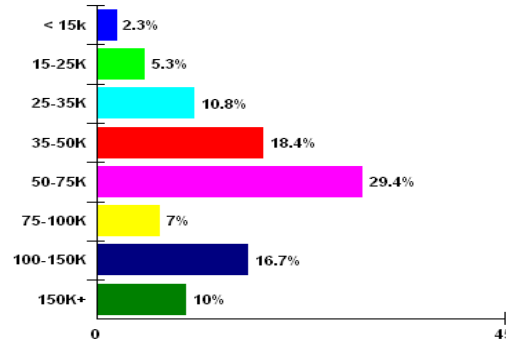
Gender Profile



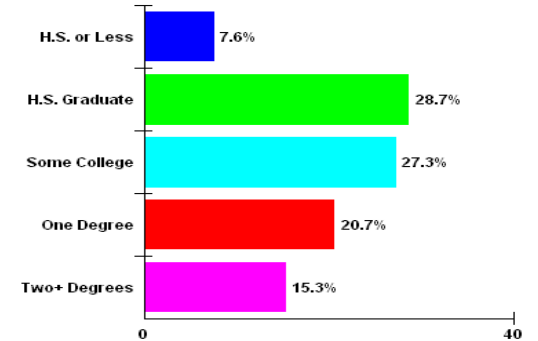
Ethnicity Profile



Annual Income



Education Profile



Dayton Gamer

Report: TARGET QUICK PROFILE
 Market: DAYTON, OH for JUN-JUL 2008
 Bases: ADULTS AGE 18+
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR
 Base Population: 751,080

THE MEDIA AUDIT

All Groups
 TOTAL

% in Target: 13.9

Target Persons: 104,239

Target Profile

Total Income: \$6,606,081,500

Mean Income: \$63,374

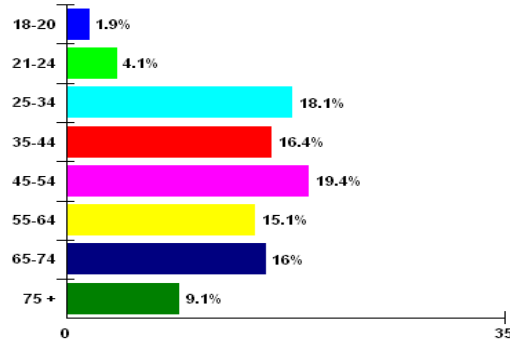
Mean Age: 50

Home Owners: 80%

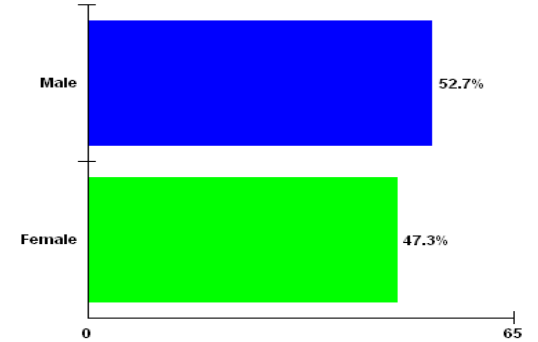
Mean Home Value: \$185,436

Mean Miles Past Week: 195

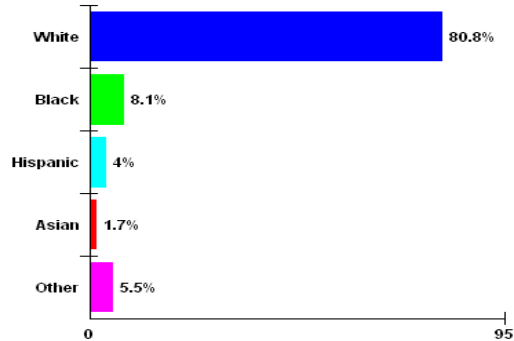
Age Analysis



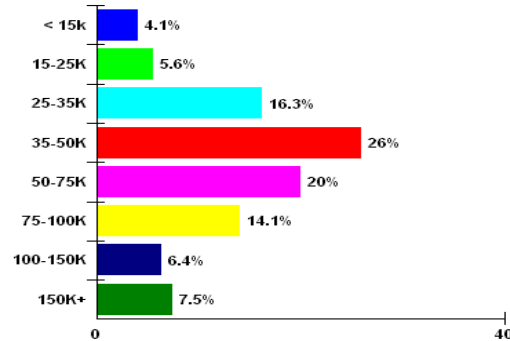
Gender Profile



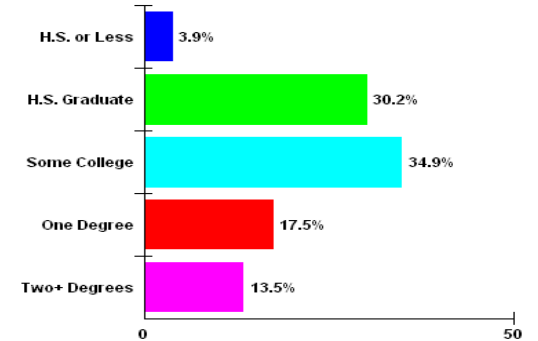
Ethnicity Profile



Annual Income



Education Profile



Toledo Gamer

Report: TARGET QUICK PROFILE
 Market: TOLEDO, OH for NOV-DEC 2008
 Bases: ADULTS AGE 18+
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 584,224

% in Target: 17.6

Target Persons: 102,567

Target Profile

Total Income: \$6,518,237,000

Mean Income: \$63,551

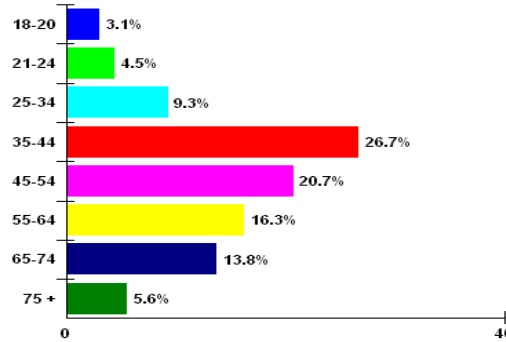
Mean Age: 49

Home Owners: 82%

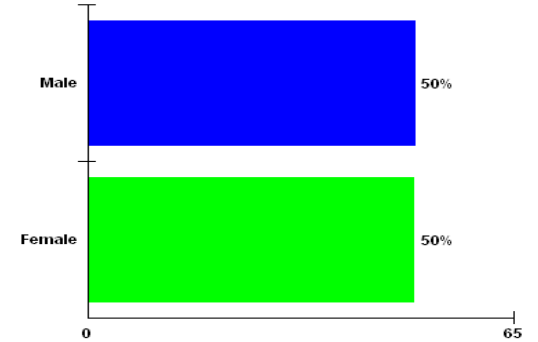
Mean Home Value: \$173,016

Mean Miles Past Week: 169

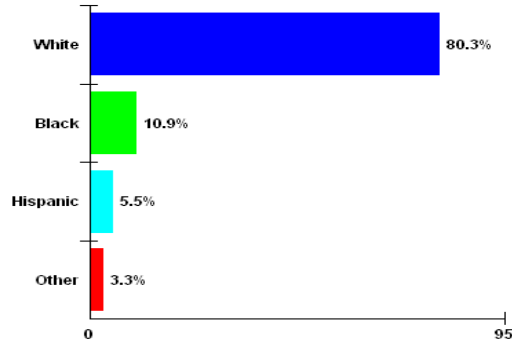
Age Analysis



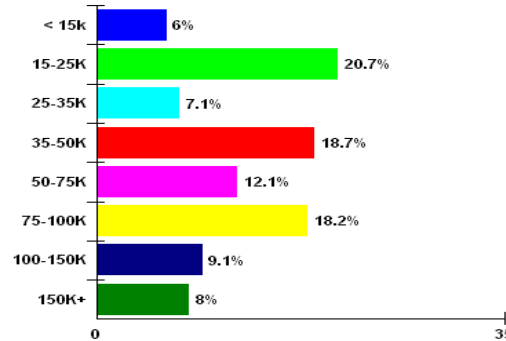
Gender Profile



Ethnicity Profile



Annual Income



Education Profile

