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GRAND GENEVA HOSTS “SNOW GOLF” MARCH 9 -11

FEBRUARY 16, 2010—LAKE GENEVA, WI— Grand Geneva Resort & Spa is giving golfers a reason to dust off their sticks next month with the announcement of their first “Snow Golf” event March 9 – 11. During that time, the resort will set up a 9-hole snow golf course at The Mountain Top – Grand Geneva’s 18-run ski and snowboard facility – for three days of wintertime golf action.

The first two days will consist of “Open Golf” – where participants can play unlimited golf for \$15, followed by the first Grand Geneva Snow Golf Outing on March 11. Entry fee for the Snow Golf Outing is \$50 and includes complimentary access to the snow golf course on March 9 & 10 as well as a \$15 dinner credit valid at Timbers Bar & Grill at The Mountain Top.

“This is the first time Grand Geneva has hosted snow golf,” said Jason Boaz, head golf professional. “It is going to be a great time - especially for those who have never played snow golf before. You do not have to be an avid golfer to have a great time playing snow golf and we encourage Lake Geneva locals and Grand Geneva guests to join us.”

Snow golf tee times will start at 9 a.m. Golfers will provide their own clubs and compete with colored balls (available for purchase on-site). Snow Golf Outing contestants will receive one colored ball for use during the tournament.

In a nod to traditional golf outings, Grand Geneva’s Snow Golf Outing will include staples such as “closest to the pin” and “longest drive” contests with prizes for the winners. There will also be a beverage cart on-site to provide contestants with a variety of remedies to cure the winter chills.

For more information or to register for the Snow Golf Tournament please call (262) 248-2556 or email golf@grandgeneva.com.

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About Grand Geneva Resort & Spa

Grand Geneva Resort & Spa is an all-season hotel set on 1,300 acres in the legendary southeastern Wisconsin community of Lake Geneva, WI, just 90 minutes from Chicago and 50 minutes from Milwaukee. The property features 355 guest rooms, WELL Spa + Salon, two championship 18-hole golf courses, The Mountain Top, a three-chair/18-run ski and snowboard facility, 62,000 square feet of meeting and convention space, three restaurants, and a 4,100 foot executive airport.

Grand Geneva recently completed property-wide renovations, which included improvements to all guest rooms, the outdoor pool deck and WELL Spa + Salon and addition of Embers Terrace – an outdoor fireplace experience.

Additional accommodations include Timber Ridge Lodge, featuring a 50,000-square foot outdoor/indoor waterpark, 3,600-square foot arcade, 3,500-square foot ballroom and family barbecue restaurant. Grand Geneva is a wholly-owned subsidiary of the Marcus Corporation (NYSE: MCS). For more information or reservations, call toll free (800) 558-3417 or visit www.grandgeneva.com.