

NEWS RELEASE

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PERFECT EQUATION FOR GRAND GENEVA:
MEETINGS + GOLF = GOLD TEE AWARD

Resort Earns Recognition by Meetings & Conventions Magazine

MAY 1, 2006—LAKE GENEVA, WI—Superior service and the ability to blend corporate meetings with a pair of championship golf courses has earned the AAA Four Diamond Grand Geneva Resort the prestigious “Gold Tee” award by Meetings and Convention Magazine for 2006.

The highly-respected award is given annually to golf/meeting properties worldwide with winners being selected by Meetings and Conventions readers based on their overall experience. Just 67 domestic and nine international properties earned enough votes to win the Gold Tee Award in 2006.

Meetings

For meetings and conventions, Grand Geneva has long been the location of choice for hundreds of companies both locally and nationally. The resort offers 50,000 square feet of outstanding function space able to accommodate 10 to 1,500 guests in style, 25 breakout rooms including well-appointed boardrooms, the 7,680-square-foot Grand Ballroom, and 13,500-square-foot Convention Center. In addition, Grand Geneva has the ability to host parties at its cozy winter ski chalet or its 5,400 sq. ft. outdoor pavilion overlooking the golf courses.

Golf

The Links at Grand Geneva have earned nine consecutive Golf Magazine Silver Medalist Award honors and is home to the legendary Brute and Highlands golf courses. One of the longest and most challenging courses in the Midwest, The Brute has hosted the Tom Dreesen Celebrity Invitational on the Celebrity Players Tour as well as comedian Bill Murray and brothers Brian, Joel and John for the taping of their 2001 Comedy Central Series entitled “The Sweet Spot.”

The Highlands is a Pete Dye/Jack Nicklaus original redefined by noted golf architect Bob Cupp in 1997. Additional renovations to three holes this past spring have further added to The Highlands’ beauty, tranquility and playability.

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Grand Geneva Resort earns Gold Tee Award

“The Gold Tee award by Meetings and Conventions is especially gratifying because it comes from the industry’s most well-regarded critics – the magazine’s readers,” said Kevin Gallagher, Grand Geneva’s general manager. “It is a tribute to our entire resort staff and tells us that our efforts of ensuring that guest satisfaction is at the highest level possible is right on target.”

Grand Geneva is an all-season resort set on 1,300 acres in the resort community of Lake Geneva, Wis., just 90 minutes from Chicago and 50 minutes from Milwaukee. In addition to The Brute and Highlands, the resort features 355 luxury guest rooms and suites, THE WELL Spa, the Mountain Top, a 15-run, three chair lift ski facility, 50,000 square feet of meeting and convention space, three restaurants, as well as a 4,100 foot executive airport.

Additional accommodations include the Marcus Vacation Club – a timeshare development with vacation villas, and Timber Ridge Lodge & Waterpark, a 225-all suite resort 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 Resort is a wholly-owned subsidiary of the Marcus Corporation (NYSE: MCS). For more information, call 800/558-3417 or check the company’s web site at grandgeneva.com.