

NEWS RELEASE

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Classic Nicklaus-Dye Design Undergoes Enhancements

GRAND GENEVA RESORT TO UNVEIL IMPROVEMENTS TO HIGHLANDS COURSE THIS SUMMER

FEBRUARY 1, 2006—LAKE GENEVA, WI—There's good reason Grand Geneva has earned eight consecutive 'Silver Medalist Resort' awards from Golf Magazine and continually receives top honors from the Wisconsin Golf Course Owners Association. With two highly-acclaimed championship 18-hole layouts, the AAA Four Diamond property in this southeastern Wisconsin resort community has long been recognized as one of the Midwest's premier destinations for golf.

But while Grand Geneva's two courses are equally as challenging, The Brute and The Highlands are also as different as night and day. And this summer, The Highlands Course will shed its moniker as "kid sister" to the legendary Brute course and unveil itself more beautiful than ever as work on three redesigned and visually-impressive holes is near completion.

Often overshadowed by The Brute, The Highlands was designed by Jack Nicklaus along with Pete Dye in 1968 and was renovated by Robert Cupp in 1996. Interweaving nature and sport in spectacular fashion, The Highlands provides a serene and secluded experience as it winds through towering pines and native grasses. The Highlands is a par-71 that can play anywhere from 5,669 yards (slope 114/rating 66.8) to 6,633 yards (125/71.5).

Work began this past October on Highland Nos. 9, 12 and 15 to enhance each hole's look while adding to the overall playability. The holes are scheduled to be open for play in early June with a special 15-hole rate available prior to that time.

"Over the years The Highlands Course has really come into its own and people really know that when they visit Grand Geneva there are two outstanding and impeccable manicured courses to choose from," said Director of Golf Dave Hallenbeck. "When holes 9, 12 and 15 re-open, people who already love the Highlands are going to be pleasantly surprised while those who play it for the first time are in for a real treat."

Grand Geneva Unveils Highlands Course Changes For Summer, 2006

The Enhancements

Hole No. 9

One of the longest and toughest holes on The Highlands is **No. 9**, a 430-yard par-4 that challenges golfers to hit their tee shot “down the shoot” to a narrow fairway with pine trees guarding on both sides. The approach is then played to an elevated green protected by bunkers as well as a meandering stream on the right side of the fairway. Renovation of No. 9 featured elevating the men’s teeing area, while lowering the ladies tee so that the landing area can be clearly seen from the tee box. By doing so, an impressive and expansive view of the entire hole is now possible from the tee.

Hole No. 12

A lengthy par-3 at nearly 200 yards forces the player to carry a huge valley to a generously-sized green. The hole has been greatly modified by shaving back the tree line along the left side of the hole and adding large bunkering in front of the green to catch balls, rather than have them roll back down into the valley as previously was the case with shots that failed to reach the green. A re-routing of the cart path was also created so as not to detract from the hole’s visual integrity.

Hole No. 15

A short par-4 that sits in the shadows of The Mountain Top ski area is set to receive the most significant makeover with the first half of the hole being re-routed. Legend has it that Jack Nicklaus originally designed this hole as a par-5, but upon returning to the resort from the east coast business trip, found that previous resort owner Hugh Hefner (this was, after all, the former Playboy Resort & Hotel) had built a ski hill adjacent to the golf hole. Only being halfway completed, Nicklaus decided that the hole was now complete, measuring just 324 yards from the tournament tees.

While the hole’s length will not change greatly, a new tee box surrounded by pine trees has been constructed which will now offer a clear view of both the landing area and well-bunkered green. In addition, a second fairway bunker has been added in the fairway which will squeeze the landing area off the tee.

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About Grand Geneva Resort

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 full service WELL Spa, the Mountain Top, a 15-run, three chair lift ski facility, 50,000 square feet of meeting and convention space, three restaurants, and 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 visit the company's web site at www.grandgeneva.com.

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Highlands 12th hole before



Highlands 12th hole after

