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**NEW MEETING, CONVENTION SPACE**  
**ON SCHEDULE FOR OCTOBER COMPLETION**  
**AT GRAND GENEVA RESORT & SPA**

**LAKE GENEVA, WI—JUNE 28, 2006**—One of just two AAA Four Diamond resorts in Wisconsin, Grand Geneva Resort & Spa in the legendary resort community of Lake Geneva is at the halfway mark on the building of a 10,000 sq. ft. conference and meeting area. Work started last December and the project is on schedule for a formal unveiling in early October.

In a collaboration with Boer Architects, the project will result in a 5,585 sq. ft. ballroom; a pair of 2,000 sq. ft. break-out rooms; four executive conference rooms seating 16 people each; a private break area for 50 people; a 2,000 sq. ft. pre-function area that can accommodate 300 people prior to a reception; and an outdoor patio available for meals or break functions.

The completion of this project will give Grand Geneva Resort & Spa a full 65,000 sq. ft. of overall meeting, convention and banquet space and will allow the resort to remain Wisconsin's largest resort.

“In addition to having more meeting space, this project was designed to ensure overall customer satisfaction,” explains Dave Griffin, director of sales and marketing. “It is important that we supply our guests with enough space to satisfactorily have a conference and for Grand Geneva Resort & Spa to meet the increased needs of companies requiring both usable and attractive meeting rooms for their programs.

**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. The resort features two championship 18 hole golf courses; 355 luxury guest rooms and suites; the full service WELL Spa; the Mountain Top – an 18-run, three chair lift ski facility; 65,000 sq. ft. of meeting and convention space; three restaurants, and a 4,100 foot executive airport. Additional accommodations include Timber Ridge Lodge & Waterpark, a 225-all suite resort featuring a 50,000-sq. ft. 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](http://www.grandgeneva.com).