



**FOR: GRAND GENEVA RESORT & SPA**

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**GRAND GENEVA GOLF PROGRAM UNVEILS NEW INTERACTIVE GPS  
AND DAILY GUEST EXPERIENCE CLINICS FOR 2010 SEASON**

*'Sizzling Sundays' and 'Pick Your Free' Promotions Make Golfing  
Grand Geneva More Affordable Than Ever!*

**MAY 5, 2010 – LAKE GENEVA, WI** – The grass is green once again, and golf season is in full swing at the legendary Brute and Highlands golf courses at [Grand Geneva Resort & Spa](http://www.grandgeneva.com)! Before golfers even reach the first tee, they'll notice the latest innovation to hit The Brute and The Highlands at Grand Geneva: the new [Visage Mobile Golf Information System](#). The Visage mobile GPS unit has been installed in all Grand Geneva golf carts, featuring full hole fly-overs, superior 3-D graphics, yardage/distances, live tournament scoring and course maps right at golfers' fingertips.

Taking advantage of the latest cutting-edge technology to hit the golf world, the Visage GPS system features 16 different brightness settings that automatically adjust to current outdoor conditions, colors that jump off the screen, and touch screens that are easy to navigate.

## Guest Experience Clinics

Also new this year are complimentary **Guest Experience Clinics**, being held at 4 p.m. daily and open to all guests at the resort. Topics will vary and include putting, chipping, and driving challenges, full swing instruction, short game basics, and plenty of fun games utilizing Grand Geneva's expansive practice areas.

## Sizzling Sundays Promotion

Grand Geneva continues in 2010 with one of its most popular offers, the chance to play both acclaimed courses for one very low price. Sizzling Sundays offers the opportunity to **play The Highlands in the morning and The Brute in the afternoon for just \$124** on any Sunday.

## Pick Your Free Promotion

**Stay the night at Grand Geneva and receive two free rounds of golf, plus a 30% spa discount at WELL Spa + Salon** with this exciting offer! For a starting room rate of \$139 per night, guests will experience all that Grand Geneva offers, including a one-night stay in a deluxe guest room plus two free rounds of golf on The Brute or The Highlands and a 30% spa discount.

## About The Courses

Grand Geneva features a pair of championship 18-hole golf courses – The Brute and The Highlands. The Brute, designed by Robert Bruce Harris, stretches over 7,000 yards and is one of the most challenging layouts in the Midwest. Enhanced with 68 bunkers, this par-72 layout has huge rolling greens averaging over 8,000 square feet.

The Highlands was originally designed by Jack Nicklaus and Pete Dye and redesigned by Robert Cupp in 1996. Bob Lohmann played a major role in a 2006 beautification project that featured significant redesigns on holes 9, 12 and 15. This Scottish-style course offers a shorter and tighter alternative to The Brute with environmentally-protected native grass areas and an explosion of colorful flowers lining the fairways.

## About Grand Geneva Resort & Spa

Grand Geneva Resort & Spa is an all-seasons resort set on 1,300 acres in the legendary southeastern Wisconsin community of Lake Geneva, 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-square-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 the addition of Embers Terrace, an outdoor fireplace experience.

Additional accommodations on property include the family-friendly Timber Ridge Lodge, featuring the 50,000-square-foot Moose Mountain Falls indoor/outdoor 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](http://www.grandgeneva.com).