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GRAND GENEVA CELEBRATES EARTH WEEK
BY BECOMING FIRST RESORT IN THE MIDWEST TO OFFER
NETWORKED ELECTRIC CAR CHARGING

*Incoming Lake Geneva Mayor Jim Connors to Cut Ribbon on
Eco-Friendly Resort's Latest Green Initiative on April 20, 2010*

LAKE GENEVA, WI (April 19, 2010) – Its 1,300 rolling acres were formed by glacial deposits millions of years ago. Now, [Grand Geneva Resort & Spa](http://www.grandgeneva.com) is about to become home to the 21st century's hottest automotive technology. The AAA Four Diamond Grand Geneva will celebrate Earth Week 2010 by becoming the first resort in the Midwest region to offer an on-site charging station for electric, plug-in automobiles. The resort will provide the charging service as a complimentary amenity to both guests and the general public, meaning that electric car owners living as far away as Chicago can now travel to the Grand Geneva and back without spending a penny on transportation costs.

Grand Geneva has completed an agreement with California-based [Coulomb Technologies](http://www.coulombtechnologies.com) and will unveil the company's proprietary ChargePoint Networked Charging Station at a ribbon-cutting that is planned for April 20, 2010. Incoming Lake Geneva Mayor Jim Connors will cut the ribbon on the new charging station as part of Earth Week festivities that further Grand Geneva's mission of reducing its carbon footprint.

"We believe that electric cars are the technology of the future, and we're proud to be laying the groundwork for tomorrow's technology today," said Grand Geneva Managing Director Patrick Hansen. "We're excited to be the first resort in the Midwest to offer a charging station for electric and converted hybrid cars. This initiative is the next step forward in Grand Geneva's ongoing

commitment to environmentally friendly business practices, and we believe it will be a popular amenity due to the region's ever-growing interest in green technology."

For the unveiling, Grand Geneva has partnered with [Tesla Motors](#), the world's only automaker selling highway-capable electric vehicles with an equal emphasis on design, performance and efficiency. Named one of the world's "[hottest brands](#)" by *Advertising Age*, Tesla Motors will feature its Roadster convertible model during the unveiling at Grand Geneva and will demonstrate the ease of charging the vehicle using the ChargePoint charging station.

Other Green Initiatives at Grand Geneva

The addition of the ChargePoint station is the latest in a series of green initiatives instituted by Grand Geneva over the past year. In June 2009, Grand Geneva earned official certification from Travel Green Wisconsin, a voluntary program that recognizes tourism businesses for reducing their environmental footprint through eco-friendly practices. Grand Geneva is the only Travel Green Wisconsin certified resort in Lake Geneva.

Grand Geneva's green initiatives include reducing air pollutants by promoting a 100% smoke-free environment in all indoor areas and sponsoring a smoking cessation program for its employees. The hotel's bottled water is tapped from natural springs in nearby Chippewa Falls and bottled by employees of Goodwill. The resort's Natural Herb & Vegetable Garden provides fresh produce for its signature restaurants. To reduce paper consumption, Grand Geneva has transferred all of its sales materials, memberships and guest directories to electronic formats. Grand Geneva facilitates numerous recycling programs and has instituted native grass conservatories on its award-winning Highlands golf course.

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 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.

About Coulomb Technologies, Inc.

Coulomb Technologies' ChargePoint Networked Charging Stations for electric vehicles address the needs of drivers, utilities, governments, and parking space owners, enabling drivers to charge their electric vehicles wherever they live, work, and shop. ChargePoint Networked Charging Stations are available in pole, wall-mount, and bollard charging station models, ranging in capability from 120

Volt to 240 Volt AC charging to future 500 Volt DC charging. For more information, please visit www.coulombtech.com and follow Coulomb on Twitter at twitter.com/coulombevi.

About Tesla Motors

Tesla Motors is the world's only automaker selling highway-capable electric vehicles that equally emphasize design, performance, and efficiency. With a relentless focus on customer service, Tesla sells cars directly to clients, both [online](#) and from showrooms and galleries in London, Munich, Monaco, California's Silicon Valley and Los Angeles, Colorado, New York, Seattle, Chicago, and South Florida. Tesla has delivered cars in at least 23 countries worldwide.

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