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GRAND GENEVA EMBARKS ON MULTI-MILLION DOLLAR RENOVATION

*Notable Upgrades Include High Tech
TV Screen Imbedded into Bathroom Mirrors*

LAKE GENEVA, WI- MARCH 10, 2009-As the weather gets warmer, work continues to heat up on one of the largest hotel upgrade projects embarked upon by the AAA Four Diamond Grand Geneva. With the majority of the project to be completed by early summer, notable upgrades will include an expansion of the outdoor pool area, a re-design of WELL Spa + Salon to create a more relaxing experience and a separation of the spa and fitness experiences.

In addition, technology combined with everyday guestroom amenities will converge with the installation of bathroom mirrors outfitted with state-of-the-art imbedded TV screens. Grand Geneva will go to a 100% smoke free guestroom experience, making the property one of the area's only smoke-free hotels.

Renovations are nearly complete at WELL Spa + Salon and work is scheduled to wrap up shortly on the outdoor pool and adjoining pool deck at Grand Geneva, located just east of the popular southeastern Wisconsin resort community of Lake Geneva. The multi-million dollar renovation will also include new carpeting, drapery, bedding, bathroom fixtures and refrigerators. Additional guestroom facelifts will feature new paint, chairs and desks. Installation of new 37" and 42" inch flat screen televisions have been made into all 355 guestrooms.

One of the most unique additions will be the new Seura television mirrors featured in every guest bathroom by early summer. One of the only properties in the state to offer this state-of-the-art amenity, the mirrors feature a unique TV screen imbedded behind the mirror that with a simple switch can be made to appear or magically disappear in the lower portion of the mirror.

In addition to its guest rooms, the renovation will also cover all public and lobby areas, including Ristorante Brissago which features contemporary Italian dining with ingredients brought in daily from Italy. Also on the docket for upgrading is a complete redesign of the resort's 33 suite bathrooms.

“The overall design of this current renovation is like an eclectic collection of lake country-style estate homes,” explains Managing Director Patrick Hansen. “Being one of just three AAA Four Diamond properties in Wisconsin, it is important to ensure that we produce a product that exceeds our guest’s expectations and we are pleased to be moving forward.”

Grand Geneva sits on 1,300 rolling acres of pristine Wisconsin countryside, includes two championship 18-hole golf courses, a full service spa, miles of hiking and biking trails, a ski and snowboard facility and executive airport. Also part of the complex is the 225-room Timber Ridge Lodge, an all-suite resort featuring a 50,000 square foot indoor/outdoor waterpark.

Grand Geneva started out as two farms, purchased by Playboy Enterprises and opened as the Playboy Resort and Country Club in 1968. Since then, Grand Geneva has come full circle and continues to be a popular, easy-to-get-to destination for travelers from Chicago and Milwaukee.

The renovation will affect all 355 guestrooms spread across seven buildings of the Frank Lloyd Wright-inspired Lodge at Grand Geneva.

About Grand Geneva

Grand Geneva is an all-season resort set on 1,300 acres at the legendary southeastern Wisconsin community of Lake Geneva, WI, just 90 minutes from Chicago and 50 minutes from Milwaukee. The resort features 355 guest rooms and suites, WELL Spa + Salon at Grand Geneva, 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 foot executive airport.

Additional accommodations include Timber Ridge Lodge, 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 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.