



FOR: GRAND GENEVA RESORT & SPA

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**GRAND GENEVA RESORT & SPA COMPLETES TWO-PHASE
MULTI-MILLION DOLLAR RENOVATION**

*Resort Celebrates Overhaul of Guest Accommodations
with New Overnight Packages for Celebrations and Families*

LAKE GENEVA, WI (June 22, 2010) - After a two-phase, multi-million dollar investment, the AAA Four Diamond [Grand Geneva Resort & Spa](http://www.grandgeneva.com) is thrilled to unveil a top-to-bottom renovation of its public spaces and 355 guest accommodations. This summer, guests traveling to the picturesque resort, located in Lake Geneva, WI, will be among the first to experience the extensive upgrades, which include updated guest room and suite interiors with LCD flat-screen televisions, fireplaces in the suites, and luxurious high-tech bathrooms. Guests will also enjoy distinctive new outdoor spaces and a completely smoke-free experience. Grand Geneva invites guests to help celebrate the completion of its renovation with the launch of two new overnight packages, designed to showcase all of the newly enhanced offerings.

“Our goal with the renovation was to refresh the resort with enhanced features that would maximize the overall guest experience,” said Grand Geneva General Manager Brett Sundstrom. “Whether travelers are visiting Grand Geneva to rekindle a romantic relationship or renew a family bond, we want to ensure that our offerings exceed their expectations.”

Accommodations Upgrades

Ensuring that guests have a cozy, relaxing space to retire in their downtime, Grand Geneva significantly remodeled its guest rooms and suite accommodations. The Premier and Executive Suites now feature an illuminating gas fireplace, LCD flat-screen televisions in the bedroom and in the

secluded living room, which is separated from the bedroom by pocket doors for privacy. Living rooms also boast a queen-size sofa bed and updated wet bar area with a granite counter top and either island stools or a dining table with chairs. These unique suite categories also offer expanded bathrooms, complete with oversized jetted tubs and separate multi-fixture showers, as well as all amenities that are now standard in bathrooms throughout the resort, including marble- or granite-top vanities, a make-up mirror, and a chic bathroom mirror by Seura with an imbedded television. Every suite at Grand Geneva includes a private furnished balcony or patio that provides unparalleled panoramic views of the resort's sparkling lake and two immaculate championship golf courses, allowing guests to savor the resort's stunning surroundings from the privacy of their room.

Following the renovations, every guest room at Grand Geneva is now smoke-free and features one king or two full-size beds wrapped in triple-layered Egyptian cotton sheets. All rooms boast new carpeting, drapery and eclectic lake country-style furniture. Wireless high-speed Internet access is now included in all accommodations.

Public Space Renovations

Throughout the resort, Grand Geneva has implemented extensive upgrades to popular public areas, including the outdoor pool deck and WELL Spa + Salon. Outdoors, the resort expanded its pool area to allow for more seating and built Embers Terrace, an outdoor dining experience adjacent to the Geneva ChopHouse. At Embers Terrace, guests will delight in the ultimate experience in outdoor relaxation with an outdoor fireplace, wicker couches, lounge chairs and stunning views of Grand Geneva's picturesque surroundings.

The WELL Spa + Salon also underwent a complete redesign that separated the spa and fitness areas. In addition to creating a more relaxing environment, the WELL Spa + Salon now offers an enhanced spa lounge and locker room areas complete with a whirlpool, wet and dry saunas, flat-screen televisions and amenity bars.

Premier Promotions

Grand Geneva welcomes travelers to experience the luxury of its renovations with two new overnight specials, designed to create ideal celebrations for families on summer vacation or couples on a romantic getaway. Both the **Premier Families** and **Premier Celebrations** packages include overnight accommodations in a newly renovated Premier Suite, a \$100 dining credit, and a 30% discount at the WELL Spa + Salon. Additionally, families who purchase the **Premier Families** package will receive four waterpark passes to Moose Mountain Falls, the 50,000-square foot indoor/outdoor waterpark located at Timber Ridge Lodge & Waterpark, on the Grand Geneva's grounds. Couples who book the **Premier Celebration** package will be treated to Champagne and chocolate-covered strawberries as a special in-room amenity.

Now through September 30, 2010, both the **Premier Families** and **Premier Celebrations** packages start at \$359 per night; October 1 through December 24, 2010, the packages start at \$279 per night. Package prices are exclusive of tax and resort fees, and include overnight valet parking, high-speed Internet access, on-site transportation, and access to the Fitness Center.

For more information or to book the **Premier Families** and **Premier Celebrations** packages, please visit www.grandgeneva.com.

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.

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.

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**FOR MORE INFORMATION, PLEASE CONTACT
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