



FOR: GRAND GENEVA RESORT & SPA

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**GRAND GENEVA RESORT & SPA GOES DOG-FRIENDLY
WITH LAUNCH OF THE PET CLUB**

(LAKE GENEVA, WI; March 24, 2011) - Next month, the AAA Four Diamond [Grand Geneva Resort & Spa](http://www.grandgeneva.com) will extend its signature warm welcome to travelers' four-legged companions with the launch of the Pet Club, a dog-friendly program designed to provide a unique experience for the entire family — Fido included. Pet lovers staying at the Grand Geneva will delight in new Pet Club perks, which include accommodations with immediate outdoor access and a variety of services and amenities that will make traveling with a dog comfortable and convenient.

Scheduled to launch on April 1, 2011, all guests who arrive at Grand Geneva with their dog in tow will become official Pet Club members. Perks include a Grand Geneva-logged identification tag and one complimentary treat upon check-in; custom-designed Grand Geneva bedding and food and water bowls for use during the stay; access to the specialty foods Pet Menu; and maps of special dog-friendly hiking trails around the resort's lush 1,300-acre campus and across the City of Lake Geneva. A dedicated concierge team will be on hand to provide guidance and recommendations for pet resources outside the Grand Geneva campus, including, but not limited to, grooming, training, veterinary services, pet supplies, dog-friendly attractions, and more.

"According to AAA, more than 75 percent of travelers would take their pets on vacation if they could, and more than 50 percent have difficulty finding pet-friendly accommodations," said Managing Director Brett Sundstrom. "It's clear that pets are an important part of the family, so

we created the new Pet Club to enhance the overall experience and ensure the ultimate in guest comfort.”

For the Pet Club member with a discerning palate, owners can order scrumptious meals from the Pet Menu (\$2.75-3 per dish), which offers specialty food from Fromm Family Foods, a family-owned, USDA-certified plant in Wisconsin that creates its products with fresh, hand-trimmed meat and fish. Guests can treat their companions to a luxurious in-room dining experience with options including:

- **Fromm Grain-Free Surf and Turf:** A grain-free blend of fresh wild salmon, duck, chicken, handpicked vegetables and fruit, eggs, and real Wisconsin cheese
- **Fromm Duck and Sweet Potato:** Fresh duck with sweet potatoes, cranberries, carrots, green beans, and other produce
- **Fromm Pork and Applesauce:** Fresh pork with fresh apples, carrots, broccoli, cauliflower, green beans, and other fresh produce
- **Fromm Chicken Pate:** Finely minced chicken simmered in natural chicken broth with carrots, potatoes, and peas

The Pet Club is available for dogs up to 25lbs, and a \$35 per day pet fee is applied. More information about the Pet Club can be found by visiting www.grandgeneva.com.

About Grand Geneva Resort & Spa

Grand Geneva Resort & Spa is an award-winning 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 accommodations, 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.

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**FOR MORE INFORMATION, PLEASE CONTACT
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