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**MARCUS HOTELS AND THE GRAND GENEVA PARTNER
WITH HELMSBRISCOE FOR CHARITABLE EVENT**

Golf Outing Results in a \$15,000 Donation to the Prairie Hill Waldorf School



Left to Right: Brett Sundstrom, managing director, Grand Geneva; Julie Lamont; Tim Lamont, regional vice president, HelmsBriscoe; Laurie Rhody, president of the board of trustees, Prairie Hill Waldorf School; Anita Rodriguez, administrator, Prairie Hill Waldorf School; Bill Otto, president and chief operating officer, Marcus Hotels and Resorts

(LAKE GENEVA, WI; October 21, 2010)— On September 30, 2010, Marcus Hotels and Resorts, in collaboration with HelmsBriscoe, bestowed a \$15,000 donation upon the Prairie Hill Waldorf School in Pewaukee, WI during a ceremony at the [Grand Geneva Resort & Spa](#) . Marcus Hotels funded the donation to honor its strong partnership with HelmsBriscoe after the company hosted its annual golf outing at the Grand Geneva in August 2010, which helped build awareness for the resort among the company’s national associates and hotel partners.

“As we emerge from the global economic downturn we understand that having strong industry partnerships is critical as we work to exceed our client’s expectations,” said HelmsBriscoe Regional Vice President Tim Lamont. “We value our relationship with Marcus Hotels, and were thrilled to partner with the Grand Geneva this year because the resort provides exceptional client service.”

Lamont, who is responsible for forging the new relationship with Marcus Hotels, was honored with the responsibility of selecting the organization that would receive the donation. He chose to support the Prairie Hill Waldorf School to provide additional educational resources for children living in his local community.

“At Marcus Hotels and Resorts, we are committed to giving back to our local communities and are proud to provide this donation to the Prairie Hill Waldorf School, in partnership with the Grand Geneva and Tim Lamont and HelmsBriscoe,” said Bill Otto, president and chief operating officer of Marcus Hotels and Resorts. “We believe that these funds will make a lasting impact on children’s learning experiences during the school year currently underway and in years to come.”

Based on the success of this year’s event at the Grand Geneva, Marcus Hotels and HelmsBriscoe plan to continue their partnership on an annual basis. Programming for next year’s events is currently in development.

About HelmsBriscoe

HelmsBriscoe is the global leader of independent site selection and RFP services for over 9,000 corporate, association and government clients that plan off-site meetings and conferences. HelmsBriscoe associates accelerate the decision making process for meeting planners by researching hotels and other meeting venues that match their clients’ criteria , negotiating rates and concessions by leveraging its volume purchasing power, and facilitating the contracting process. Founded in 1992, HelmsBriscoe offers the industry’s most respected network of procurement specialists, with more than 1,100 associates spanning over 40 countries.

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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