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**GRAND GENEVA RESORT & SPA HOSTS AMSOIL CHAMPIONSHIP
SNOCROSS SERIES NIELSON GRAND FINALE MARCH 18-20, 2011**

(LAKE GENEVA, WI; February 11, 2011) — Next month, the world's premier snowmobile riders will descend on the AAA Four Diamond [Grand Geneva Resort & Spa](http://www.grandgeneva.com) for the [Nielson Enterprises Grand Finale](http://www.nielsonenterprises.com), a three-day snow-filled extravaganza that officially marks the end of the 2010/2011 AMSOIL Snocross Series. From March 18-20, 2011, the resort will host the year-end championship event when racers have the final opportunity to compete for the bronze, silver and gold medals.

During the exciting racing showcase, the world's best snowmobile riders will compete side-by-side on the Grand Geneva's 18-run Mountain Top ski hill – what has been dubbed as experts as the “best Snocross Track on the national circuit” – while careening off of the hill's huge drops and soaring over mogul-littered hill runs under the March sunshine. Extreme racing action will take place at varying times from Friday, March 18 through Sunday, March 20. Attendees can participate in an autograph session with Snocross professionals on Friday, March 18 from 6 to 7 p.m. and on Saturday, March 19 at 12 p.m. The weekend's main races will take place on Saturday, March 19 at 2 p.m. and on Sunday, March 20 at 12 p.m. All activities throughout the weekend will be broadcast on the Versus television network (www.versus.com).

Discounted single-day and weekend passes for the Nielson Enterprises Grand Finale can be purchased in advance online at www.isocracing.com or by visiting Nielson Enterprises dealership, which is located at 130 S. Milwaukee Avenue (Route 83), Lake Villa, IL 60046.

Guests interested in spending the weekend at the Grand Geneva can take advantage of exclusive Snocross rates at the resort's sister property Timber Ridge Lodge, which start at \$189 on Friday, March 18 and \$229 on Saturday, March 19. Rates are per night, exclusive of tax and resort fee. For more information or to make reservations, visit www.timberidgeresort.com.

About the International Series of Championships (ISOC)

The International Series of Champions (ISOC) is the premier snowmobiling race sanctioning the organization in North America and sanctions a national and regional circuit. Visit www.isocracing.com for more information, fan and racer memberships, schedules and more.

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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