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FOR IMMEDIATE RELEASE

TIMBER RIDGE LODGE EARNS TRAVEL GREEN WISCONSIN

CERTIFICATION FOR ECO-FRIENDLY PRACTICES

Green practices include energy saving ceiling fans, low flow showerheads and toilets and micro filtered cooking oils

LAKE GENEVA, WI – AUGUST 7, 2009 – Timber Ridge Lodge has earned official certification from Travel Green Wisconsin – a voluntary program that recognizes tourism businesses for reducing their environmental footprint through eco-friendly practices.

“Timber Ridge is proud to announce our Travel Green Wisconsin certification,” said Managing Director Patrick Hansen. “We are committed to sustainable business practices and are continually introducing policies to reduce our carbon footprint. We want the next generation to grow up experiencing the same natural beauty of Lake Geneva that we enjoy today.”

In releasing the news, Tourism Secretary Kelli A. Trumble made the point that serving the needs of eco-aware travelers is not only the right thing to do, it’s good for business. “Sustainability and profitability need not be mutually exclusive,” Trumble said. “All signs point to a burgeoning consumer demand for green travel in the nation, and the Wisconsin tourism industry is poised to serve this niche market, all the while continuing to grow tourism revenue for the state. With our state’s history of land stewardship, it’s most fitting that Wisconsin lead the nation in this.”

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To achieve certification, applicants must earn a minimum of 30 points from a checklist of basic requirements covering a wide range of “green” practices, including: waste reduction, reuse and recycling; energy efficiency, water conservation and wastewater management; air quality; wildlife and landscape; transportation; purchasing; and local community benefits. The Wisconsin Environmental Initiative, an independent third party, then certifies Travel Green Wisconsin applicants.

Timber Ridge more than doubled the minimum Travel Green Wisconsin certification requirements with a score of 70 points during its review. The hotel received its highest marks in Water Conservation and Wastewater Management and Energy Efficiency, Conservation and Management. Timber Ridge also received recognition for Innovative Best Practices such as ceiling fans which reduce energy consumption by 11 – 18%, low flow showerheads and toilets and a micro filtration process for cooking oils which reduces oil use by 50%.

About Travel Green Wisconsin

Since it was launched statewide in 2007, Travel Green Wisconsin has garnered its share of national media coverage, with stories appearing in *USA Today*, the *Chicago Tribune* and *New York Times*, and on *CNN*. The program has certified more than 130 tourism businesses to date, including hotels, resorts, B&Bs, restaurants, retail stores, tour operators, nature centers, state parks, convention centers, golf courses, and a range of indoor and outdoor attractions. For more information about Travel Green Wisconsin, a partnership of the Wisconsin Department of Tourism and the Wisconsin Environmental Initiative, visit www.travelgreenwisconsin.com.

About Timber Ridge Lodge

Located on the grounds of the AAA Four Diamond Grand Geneva in Lake Geneva, Wisconsin, Timber Ridge Lodge is the Midwest’s only all-season waterpark destination featuring a 50,000 sq. ft. indoor/outdoor waterpark, 3,600-square foot arcade, 3,500-square foot ballroom, Smokey’s family style barbecue restaurant and much more.

Managed by Marcus Hotels & Resorts, a wholly owned subsidiary of Marcus Corporation (NYSE:MCS), Timber Ridge is an upscale, full-service entertainment complex targeted to families, couples and outings seeking a fun, year round total destination experience. Guests enjoy all the amenities of Grand Geneva, including miles of hiking/biking, a full service spa and sport center, two championship 18-hole golf courses, The Mountain Top ski and snowboard area, Kids Are Grand childcare and several distinctive dining options. For more information please call (262) 248-8811 or visit www.timberridgeresort.com.