



**FOR IMMEDIATE RELEASE**

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**MARCUS HOTELS NAMED “OFFICIAL HOTELS & RESORTS” OF SUMMERFEST**

***New Partnership with Milwaukee World Festival, Inc. Gives Marcus Hotels  
Title Sponsorships of Hole-In-One and Skyglider***

MILWAUKEE, Wis., June 16, 2008 – Milwaukee World Festival, Inc., and Marcus Hotels and Resorts today announced a sponsorship agreement which names Marcus Hotels and Resorts the “Official Hotels and Resorts” of Summerfest and title sponsor of the “Grand Geneva Hole-In-One” contest and the “Marcus Hotels and Resorts Skyglider.”

“Summerfest is a signature event for Milwaukee and Wisconsin,” said Bill Otto, president of Marcus Hotels and Resorts. “Marcus Hotels and Resorts is proud to be named its ‘Official Hotels and Resorts’ sponsor. In addition, we look forward to contributing to the festivities by serving as title sponsors of the Hole-In-One, a Summerfest tradition, and the Skyglider, a family favorite.”

“We are thrilled to welcome Marcus Hotels and Resorts as the ‘Official Hotels and Resorts’ of Summerfest as well as title sponsor of two of our patrons’ favorite attractions, the Skyglider and Hole-In-One contest,” said Don Smiley, president and chief executive officer of Milwaukee World Festival, Inc. “Marcus Hotels and Resorts and Milwaukee World Festival, Inc. are both recognized in Milwaukee and beyond as leaders in their respective industries. This partnership demonstrates our mutual commitment to provide a quality experience for our customers and fans.”

Marcus Hotels and Resorts owns or manages 20 hotels, resorts and other properties throughout the country, including The Pfister Hotel, the InterContinental Milwaukee and the Hilton Milwaukee City Center in Milwaukee, and the Grand Geneva Resort and Spa in Lake Geneva, Wis.

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This year’s Grand Prize winner of the Hole-In-One Contest sponsored by the Grand Geneva Resort and Spa will receive a 2008 25<sup>th</sup> Anniversary Buell® 1125R™ motorcycle. Contestants tee up three balls for \$6 to try and hit a Hole-In-One. If a contestant lands a ball inside the circle on the green, he or she wins a \$50 gift card to the Grand Geneva Resort and Spa (while supplies last). Hole-In-One contestants who hit a ball inside the circle also qualify to win Midwest Airlines vouchers, courtesy of Midwest Airlines. Additional media support and donations are provided by Buell Motorcycle Company, Sports Radio 1250 WSSP, CBS 58 and Edward E. Gillen Co.

“We are excited to offer the 25<sup>th</sup> Anniversary Buell® 1125R™ motorcycle. We expect a lot of interest in the bike. We are also pleased to award gift cards to the Grand Geneva Resort and Spa,” said Otto. “We hope the cards encourage golfers to visit and play at the resort, which is rated by Golf Magazine as one of the 75 best resort courses in the United States.”

As title sponsor of the Skyglider, Marcus Hotels and Resorts will receive exclusive branding on the back of the 94 cable-suspended cars which take passengers on a gentle ride above the Summerfest grounds and offer a scenic view of the grounds and Lake Michigan.

**About Marcus Hotels and Resorts**

Marcus Hotels and Resorts owns or manages a distinctive portfolio of 20 hotels, resorts and other properties in 10 states, with three additional properties under development. The company owns eight hotels and resorts, is a third-party manager for 12 hotels, resorts and other properties and is providing technical and pre-opening services for the Carmel City Center Hotel in Carmel, Ind., the Venturella Resort and Spa in Orlando, Fla. and the 7<sup>th</sup> Wave Resort in West Warwick, R.I.

**About The Marcus Corporation**

Headquartered in Milwaukee, Wis., The Marcus Corporation is a leader in the lodging and entertainment industries. In addition to its Marcus Hotels and Resorts division, the company’s movie theatre division, Marcus Theatres®, owns or manages 678 screens at 56 locations in Wisconsin, Illinois, Minnesota, Ohio, North Dakota, Iowa, and Nebraska and one family entertainment center in Wisconsin. For more information, visit the company’s Web site at [www.marcuscorp.com](http://www.marcuscorp.com).

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**About Milwaukee World Festival, Inc. / Summerfest**

Milwaukee World Festival, Inc. is a not-for-profit corporation responsible for promoting and producing Summerfest, the World’s Largest Music Festival. Summerfest 2008 will take place June 26 – July 6 from noon until midnight daily. Milwaukee’s cornerstone summer celebration continues to attract the music industry’s hottest stars, along with emerging talent and local favorites. The 23,000 capacity Marcus Amphitheater, 10 permanent grounds stage areas, 45 diverse food & beverage vendors and four unique marketplaces are set against the beautiful Lake Michigan and downtown backdrops, creating a festival experience like no other. Patrons can also enjoy Miller Lite, the Official Beer of Summerfest. For more details visit [Summerfest.com](http://Summerfest.com).

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