

NEWS RELEASE



THE MARCUS CORPORATION

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FOR IMMEDIATE RELEASE

THE MARCUS CORPORATION KICKS OFF 75TH ANNIVERSARY WITH “MOVING FORWARD-GIVING BACK” VOLUNTEER CAMPAIGN

Goal is 75,000 hours of volunteer time by November, 1, 2010

Milwaukee, Wis., February 18, 2010. . . . [The Marcus Corporation](#) (NYSE: MCS), today announced plans to celebrate the company’s 75th anniversary in 2010, beginning with its “Moving Forward – Giving Back” associate volunteer campaign. The volunteer campaign includes all associates at [Marcus Theatres](#)[®], [Marcus Hotels and Resorts](#) and the company’s corporate office.

The “Moving Forward – Giving Back” campaign encourages all 5,900 associates to volunteer at least 7.5 hours in their community to collectively achieve over 75,000 volunteer hours as an entire company by the anniversary date of November 1, 2010. The goal of 75,000 hours was selected as a way to honor the company’s 75 years in business.

“Not only has The Marcus Corporation delivered valuable guest experiences for 75 years, but it has been committed to giving back to the communities where our associates live and work. The ‘Moving Forward – Giving Back’ volunteer campaign supports this important company tradition,” said Gregory S. Marcus, president and chief executive officer of The Marcus Corporation. “The purpose of our volunteer campaign is to touch all our communities with one voice and to make a lasting impact as a community partner and successful employer.”

In celebration of the company’s 75 years in business, plans for other special activities include:

- **75th Anniversary Black Tie Celebration Gala.** On October 30, 2010, the company will host a black-tie gala at the Pfister Hotel. Proceeds will be split between the United Performing Arts Fund and the United Way of Greater Milwaukee. The gala will have a main performer for the evening as well as other entertainment and a few surprises.
- **NYSE Bell Ringing.** To mark the company’s 75th anniversary, on Monday, November 1, 2010 company executives will ring the bell at the New York Stock Exchange.

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- **Ripon Campus Theatre Celebration.** The company began with a movie theatre in Ripon, Wis. To highlight this significant achievement, the company will make interior and exterior enhancements to the theatre.
- **Customer Promotions/Sweepstakes.** Throughout the year the company will be offering special promotions for customers in celebration of 75 years in business.

The Marcus Corporation will host events for company associates at each of its 74 locations, and company executives plan to visit various theatre and hotel locations throughout the year to thank associates for their dedication and commitment to the company. In addition, the company developed a special 75th anniversary logo which is being introduced today and will be used throughout the year.

“We look forward to celebrating this significant milestone with our associates, shareholders and customers. After all, we wouldn’t be here without their support and commitment to our company,” said Marcus.

The company was founded on November 1, 1935 by Ben Marcus with the purchase of a single movie theatre in Ripon, Wis. and is in its third generation of Marcus family leadership. Stephen H. Marcus, the son of Ben Marcus, is chairman of The Marcus Corporation and father of Gregory S. Marcus.

About The Marcus Corporation

Headquartered in Milwaukee, Wisconsin, [The Marcus Corporation](#) is a leader in the lodging and entertainment industries. The Marcus Corporation’s movie theatre division, [Marcus Theatres](#)[®], currently owns or manages 668 screens at 54 locations in Wisconsin, Illinois, Iowa, Minnesota, Nebraska, North Dakota and Ohio, and one family entertainment center in Wisconsin. The company’s lodging division, [Marcus Hotels and Resorts](#), owns or manages 19 hotels, resorts and other properties in ten states. For more information, visit the company’s web site at www.marcuscorp.com.

Certain matters discussed in this press release are “forward-looking statements” intended to qualify for the safe harbors from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements may generally be identified as such because the context of such statements include words such as we “believe,” “anticipate,” “expect” or words of similar import. Similarly, statements that describe our future plans, objectives or goals are also forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties which may cause results to differ materially from those expected, including, but not limited to, the following: (1) the availability, in terms of both quantity and audience appeal, of motion pictures for our theatre division, as well as other industry dynamics such as the maintenance of a suitable window between the date such motion pictures are released in theatres and the date they are released to other distribution channels; (2) the effects of increasing depreciation expenses, reduced operating profits during major property renovations, and preopening and start-up costs due to the capital intensive nature of our businesses; (3) the effects of adverse economic conditions in our markets, particularly with respect to our hotels and resorts division; (4) the effects of adverse weather conditions, particularly during the winter in the Midwest and in our other markets; (5) the effects of the relative industry supply of available rooms at comparable lodging facilities in our markets on our occupancy and room rates; (6) the effects of competitive conditions in our markets; (7) our ability to identify properties to acquire, develop and/or manage and continuing availability of funds for such development; and (8) the adverse impact on business and consumer spending on travel, leisure and entertainment resulting from terrorist attacks in the United States, the United States’ responses thereto and subsequent hostilities. Shareholders, potential investors and other readers are urged to consider these factors carefully in evaluating the forward-looking statements and are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements made herein are made only as of the date of this press release and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

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