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NEWS RELEASE

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FOR IMMEDIATE RELEASE

MARCUS THEATRES® TO INSTALL DIGITAL RealD 3D SYSTEMS IN EIGHT 70-FOOT-WIDE ULTRASCREENS®

UltraScreen XL3D experience will “wow” moviegoers

Milwaukee, Wis., March 25, 2010. . . . [Marcus Theatres®](#), a division of [The Marcus Corporation](#) (NYSE: MCS), today announced it will install digital 3D systems in eight of its signature 70-foot-wide *UltraScreens®* in select theatre locations and will be branded as *UltraScreen XL3D*.

The first offering of *UltraScreen XL3D*, which will utilize RealD 3D technology, will be for this Friday’s release of *How to Train Your Dragon* on the 73-foot wide *UltraScreen* at the Marcus Majestic Cinema in Brookfield, Wis. The additional seven *UltraScreen* RealD 3D installations are expected to be completed in time for the May 21, 2010 release of *Shrek Forever After*. With the addition of the eight *UltraScreen* 3D systems, Marcus Theatres will offer digital 3D at 61 screens at 43 locations in seven states – nearly 80% of its locations and 10% of its screens.

“The digital *UltraScreen XL3D* presentation on gigantic screens will be among the largest 3D screens in North America,” said Bruce J. Olson, president of Marcus Theatres. “Our signature *UltraScreens* allow moviegoers to experience blockbusters on a screen that is more than three-stories tall and five-times the square footage area of a typical movie screen. By adding life-like RealD 3D technology to our *UltraScreens*, moviegoers will be speechless at the amazing quality and immersive images projected on the screen.”

Olson said the RealD 3D technology on such a large curved screen will create a visual experience so real moviegoers will feel part of the movie at every angle and dimension. “We are thrilled to be one of the select movie theatre exhibitors in the Midwest to provide this cutting-edge technology on huge screens for our guests. The Majestic *UltraScreen XL3D* will be the largest 3D screen in Milwaukee, by a wide margin.”

Earlier this month, the company announced plans to install an additional 19 RealD digital 3D systems at traditional screens in select theatre locations. The new installations are expected to be completed in April.

RealD will provide 3D projection technology and glasses for the eight Marcus *UltraScreen XL3D* auditoriums. *UltraScreen XL3D* will be offered at the following Marcus Theatres locations:

Wisconsin

Majestic Cinemas, Brookfield
North Shore Cinemas, Mequon
Point Cinemas, Madison
Marcus Cinema at the Renaissance, Sturtevant

Illinois

Elgin Cinemas, Elgin
Orland Park Cinemas, Orland Park

Minnesota

Oakdale Cinemas, Oakdale

Ohio

Pickerington Cinemas, Pickerington

About Marcus Theatres

[Marcus Theatres®](#), a division of The Marcus Corporation (NYSE:MCS), is the seventh largest theatre circuit in the United States and currently owns or operates 668 screens at 54 locations in Wisconsin, Illinois, Iowa, Minnesota, Nebraska, North Dakota and Ohio, and one family entertainment center in Wisconsin. For more information, visit the Marcus Theatres website at www.marcustheatres.com.

About The Marcus Corporation

Headquartered in Milwaukee, Wisconsin, The Marcus Corporation is a leader in the lodging and entertainment industries. In addition to its Marcus Theatres division, the company's lodging division, Marcus Hotels and Resorts, owns or manages 19 hotels, resorts and other properties in ten states. The company is celebrating its 75th anniversary in 2010. For more information, visit the company's web site at www.marcuscorp.com.

About RealD

RealD is a leading global licensor of innovative 3D technology solutions that enable a premium 3D visual experience. We license our RealD Cinema Systems to motion picture exhibitors to allow them to show 3D motion pictures and alternative 3D content. We also provide our RealD format and related technologies to content providers and consumer electronics manufacturers to enable 3D content creation, delivery and viewing in the home or elsewhere on high definition televisions and other displays. Our cutting-edge 3D technologies have also been used for mission-critical applications such as piloting the Mars Rover, robotic medical procedures and exploring the human genome. For more information, please visit www.reald.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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