

NEWS RELEASE



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FOR IMMEDIATE RELEASE

2011 Golf Digest Award

The Wilderness has been listed in the Top 40 on Golf Digest's America's 100 Greatest Public Courses list for 2011.

LAKE VERMILON, MN – May 19, 2011 – The Wilderness at Fortune Bay was ranked #40 on America's 100 Greatest Public Golf Courses list by Golf Digest. It is the first year The Wilderness has been recognized on this list. Established in 1966, the Top 100 list is golf's oldest ranking and is considered the leading symbol of golf course excellence and integrity.

The ranking is based on course evaluations by more than 1,000 volunteer panelists throughout America. The courses are scored by the criteria of shot values, resistance to scoring, design variety, memorability, aesthetics, conditioning, and ambience. "It is truly an honor to be associated with a property that continues to receive accolades even after having been open for 7 years. It speaks highly to the foresight the Bois Forte Band of Chippewa had when they developed this course and compliments the entire resort," said Tom Beaudry, General Manager of The Wilderness.

The Wilderness will be hosting a Demo Day on Friday, June 17th starting at 2:00 pm going until 6:00 pm. Top brands like Titleist, Nike, Callaway, TaylorMade, Ping, and Cobra will have representatives on hand to help you find the perfect club to fit your game. There will be special low pricing on all orders and purchases.

For more information on The Wilderness at Fortune Bay or to book tee times, visit www.golfthewilderness.com. Customized Play & Stay packages are available by calling the ProShop at 800.992.4680.

About the Wilderness at Fortune Bay

Owned by the Bois Forte Band of Chippewa and operated by KemperSports Management, this highly acclaimed Northwoods golf getaway is renowned for its wild beauty and exceptional amenities, making it a shining star and solidifying its ranking as #1 in Minnesota. The Wilderness is part of Minnesota's premier resort destination Fortune Bay Resort Casino.

About KemperSports

Northbrook, Ill.-based KemperSports operates golf facilities as well as athletic clubs, lodging venues and major sporting events, including nationally ranked courses and tournament venues such as Bandon Dunes Golf Resort, Dorado Beach Resort & Club, The Glen Club, Harding Park, Desert Willow Golf Resort and Chambers Bay, host of the 2010 U.S. Amateur and the 2015 U.S. Open. Affiliate KemperSports Marketing & Communications, a sports marketing, events and

public relations agency, has produced and managed major national and international events, including the EA SPORTS Maui Invitational college basketball tournament. For more information, visit www.kempersports.com.

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