

NEWS RELEASE



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Contact: Leah Tomasetti
800-992-4680
ltomasetti@kempersports.com

FOR IMMEDIATE RELEASE

The Wilderness at Fortune Bay Honored in the National Golf Foundation's Customer Loyalty Awards

TOWER, Minn., Jan. 22, 2010 – The [National Golf Foundation](#) recently announced that The Wilderness at Fortune Bay was honored in its eighth annual Customer Loyalty Awards. Awards were given in two separate categories – to managers of public golf facilities that received high loyalty ratings in 2009 and to operators of most-improved facilities who conducted the survey in 2008 and 2009.

The Wilderness at Fortune Bay was a runner-up with the highest loyalty score in the premium category.

The Wilderness, part of Fortune Bay Resort Casino is located on Lake [Vermilion](#) was designed by renowned architect Jeffery D. Brauer. The course measures approximately 7,207 yards from the back tees and offers four additional sets of tees. In addition, all carts at The Wilderness come equipped with a state-of-the-art GPS system designed to maintain a sufficient pace of play and enhance the experience of those playing the course. The Wilderness staff strives to maintain a high level of customer service each season and is honored and proud of the recent award.

With the hopes of standardizing more than 30 years of customer service excellence, Northbrook, Ill.-based KemperSports, which has managed The Wilderness at Fortune Bay since 2005, recently instituted its proprietary True Service™ customer-focused training program to staffers. The four-stage program, which was introduced to more than 90 KemperSports properties in the U.S. and Puerto Rico, will impact all staffers as it strives to create happy and loyal customers.

“We are honored to have The Wilderness at Fortune Bay recognized by the National Golf Foundation in its annual Customer Loyalty Awards,” said General Manager, Tom Beaudry. “These awards validate our staff’s commitment to customer service excellence and we look forward to serving Northeast Minnesota for years to come.”

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. The Wilderness at Fortune Bay solidified has been acclaimed by numerous golf and travel magazines and recently received the top ranking in the State of Minnesota by Golfweek

Magazine in 2009. For more information, please visit www.golfthewilderness.com or call 800-992-4680.

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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