

Summer 2009 Media Kit



SHANTY CREEK RESORTS®
SUMMIT · SCHUSS · CEDAR RIVER

Michigan's Favorite Resort. Again.

SHANTY CREEK RESORTS PRIMED FOR A SPECTACULAR 2009 GOLF SEASON

BELLAIRE, Mich. Golfers will find Shanty Creek Resorts is Michigan's premier destination for golf, now more than ever with ongoing renovations to the resort and courses, promising more reasons to stay and play this summer.

Under new ownership and management, golfers will find enhancements everywhere including golf course development, new golf carts, refined service in the pro shops and improved golf packages that swing toward every skill level and budget.

"Our aim is to give guests a memorable golf experience," says Director of Golf, Brian Kautz. "We enhance our golfers' experience by pairing resort upgrades and exceptional value together." Shanty Creek Resorts' unlimited golf packages start at only \$89 per person, per night and include lodging, breakfast and unlimited golf.

Four different experiences await golfers visiting Shanty Creek Resorts:

Cedar River Golf Club: Carved out of 500-acres of the hardwoods by PGA tour player and award-winning architect Tom Weiskopf, Cedar River Golf Club offers the longest course and the largest greens at Shanty Creek Resorts. Eighteen holes played with dramatic changes in elevation take golfers on a tour that rivals the fun of any roller coaster ride.

The Legend Golf Club: From the legend Arnold Palmer, Shanty Creek Resorts' The Legend Golf Club cascades its challenges through 600-acres—from mountaintops to valley holes along and over sparkling waters. Sporting the tightest of fairways, formidable doglegs and breathtaking natural hazards, the course puts golfers in a difficult position—trying to read and play those challenging greens amid the stunning views of Lake Bellaire!

Schuss Mountain Golf Club: Designed to showcase nature's splendor on every turn of the course, Schuss Mountain Golf Club cuts straight through northern Michigan hardwoods. This traditional course, designed with narrower fairways, requires more accuracy off the tee. With a natural focus on distant views of wetlands, rolling hills and wildlife, Schuss brings nature and golfers together for a whole new experience.

Summit Golf Club: Shanty Creek's original course, Summit Golf Club winds majestically through the rolling hills of Antrim County. Breathtaking and player-friendly, this William Diddel gem remains a long time favorite of golfers who favor wide fairways and difficult but putt-true greens.

For more information on Shanty Creek Resorts' golf courses and packages or to make reservations, please call 800.678.4111 or visit www.ShantyCreek.com.

Shanty Creek Resorts is a four-season resort offering 72 holes of championship golf, 49 downhill skiing slopes on two mountains, 21km of Nordic ski trails, snowboarding and tubing runs. Located on 4,500 acres 30 miles northeast of Traverse City, Shanty Creek boasts three distinct villages and lodging facilities, award-winning dining, live entertainment and a full-service conference and banquet center. For more information, visit www.ShantyCreek.com.



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\$10 MILLION UPGRADE NOW COMPLETED AT SHANTY CREEK RESORTS

Bellaire, Michigan Construction is now completed at Shanty Creek Resorts' Summit Village, one of three villages located in the Grand Traverse Region in Bellaire, Michigan. The renovations at Summit Village represent the most extensive upgrade the resort has ever seen.

A new face is evident at Summit Village, with one of its most dramatic changes taking place at main lobby of the original Lodge. Interior structural changes have resulted in guests being greeted upon stepping into the lobby entrance of the Hotel with the picturesque views of Lake Bellaire and tall hardwood ceilings. This view is the inspiration for the new name of the 185 room Hotel located in the Summit Village – The Lakeview Hotel & Conference Center.

"I am excited to be a part of this chapter in the new life of Shanty Creek Resorts", comments the resorts' Chief Operating Officer, Michael Jordan, "We believe the partnerships formed with Comstock Construction - Traverse City, MI and Archiventure Design Firm - Petoskey, MI and Denver, CO will help Shanty Creek Resorts reclaim its position as THE complete four season destination resort in Northern Michigan and the Upper Midwest.

The remodeling includes the Lobby, Lakeview Restaurant and all meeting and banquet facilities - including the Bellaire Ballroom, with its breathtaking views and the 9,600 square foot Grand Ballroom. All guestrooms in the Hotel have been redecorated with a beautiful new look and state of the art technology. Each guestroom now features all new furnishings, pillow top beds with plush comforters, carpet, wall coverings, LCD flat panel televisions, electronic door locks, AM/FM Clock radios with personal music device connectors, wireless internet, refrigerators and microwaves.

The interior design of the guest rooms was inspired by the picturesque views of Lake Bellaire. The upscale "lake house" quality design, was created using rich wood tones with warm reds and chocolate fabrics to give an inviting and sophisticated feeling. The crème European duvets and bedding sit atop luxurious pillow top mattresses. The spa atmosphere in the bathrooms is created with the use of cool slate on the walls, floors, and granite and wood vanities.

Already featuring over 50 suites at the Lakeview Hotel & Conference Center, the renovation has added a new 1,250 square foot Presidential Suite. The suite features a soft seating area, dining area complete with fireplace, full size kitchen, and a commanding view of Lake Bellaire. It is located on the top floor of the Lakeview Hotel & Conference Center.

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THE LEGEND GOLF COURSE AT SHANTY CREEK RESORTS RECEIVES 2009 ENVIRONMENTAL LEADER IN GOLF AWARD

Bellaire, Michigan In recognition of its' commitment to environmental stewardship, The Legend Golf Course located at Shanty Creek Resorts and course superintendent, Chad Corp have been honored with the 2009 Environmental Leaders in Golf Merit Award by the Golf Course Superintendents Association of America (GCSAA) and Golf Digest Magazine.

The Environmental Leaders in Golf Award recognizes golf course superintendents and their courses for overall course management excellence in the areas of resource conservation, water quality management, integrated pest management, wildlife/habitat management and education/outreach. In addition, these categories are judged on sustainability, criticality, originality and technology implementation/use. An independent panel of judges representing national environmental groups, turfgrass experts, university research and members of the golf community conducted the award selection.

Judges selected winners in three national categories, with merit honors awarded to those who did not earn national honors, but deserved special recognition in the opinion of the judges, including Corp's work on The Legend Golf Course.

GCSAA is a leading golf organization and has as its focus golf course management. Since 1926, GCSAA has been the top professional association for the men and women who manage golf courses in the United States and worldwide. From its headquarters in Lawrence, Kan., the association provides education, information and representation to more than 21,000 members in more than 72 countries. GCSAA's mission is to serve its members, advance their profession and enhance the enjoyment, growth and vitality of the game of golf. Visit GCSAA at www.gcsaa.org.

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SHANTY CREEK RESORTS NAMED THE BEST NIGHTLIFE IN THE MIDWEST

Orinda, California Visitors to OnTheSnow.com have chosen Shanty Creek Resorts as the Best Nightlife Resort in the Midwest for the second Snowsports season in a row. OnTheSnow.com is the most visited winter sports Web portal in the world, generating 1.6 million unique visitors per month during the winter season.

OnTheSnow's Visitors Choice Awards are chosen solely by visitors to OnTheSnow.com. Awards are based on ratings in five categories: Best Overall Resort, Best Downhill Terrain, Most Family Friendly, Best Terrain Park and Best Nightlife. The ski resort with the top average score (on a scale of 1 to 5) in each category, and a minimum number of entries, receives the award. The ratings were based primarily on readers' average ranking, number of reviews, and specific comments made in OnTheSnow.com over the winter season.

Here's a sampling of what OnTheSnow.com visitors wrote about Shanty Creek Resorts: "The place has it all, fine dining, lodges overlooking ski hills, great downhill terrain, superb lift capacity, just enough park."; "Shanty has three villages, two ski mountains and a killer view from its Lakeview Restaurant."; "Special kudos to the rental people who were patient with my family as they picked and returned different pieces of equipment."

"User-generated content is one of the most powerful and effective ways Web visitors have to communicate with each other," said Mountain News Corp. President and Publisher Rob Brown of OnTheSnow.com. "Skiers and snowboarders are relying on the word of their peers when they make resort choices."

"More and more skiers and snowboarders are relying on the word of their peers when they make resort choices," said Mountain News President and Publisher Rob Brown, whose company publishes OnTheSnow.com. "We believe the importance of reader advisories will continue to grow each year and these annual awards provide a peek into their thinking."

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SHANTY CREEK RESORTS ANNOUNCES GREEN LODGING CERTIFICATION

Bellaire, Michigan Shanty Creek Resorts, located in Bellaire, has earned Green Lodging Michigan (GLM) Steward certification from the Michigan Department of Energy, Labor & Economic Growth (DELEG).

Green Lodging Michigan (GLM) encourages hotels, resorts, motels and bed & breakfast facilities to implement environmental initiatives and cost-saving "green" practices to conserve energy, reduce water consumption, protect air quality, reduce waste and participate in environmentally preferred purchasing.

"This accreditation is the mark of environmental responsibility of hoteliers who are committed to 'green' business practices that make environmental and economic goals their top priority," said DELEG Director Stanley "Skip" Pruss. "Green Lodging Michigan is also helping to ensure the viability of our lodging facilities and the thousands of jobs related to Michigan's hospitality industry."

Shanty Creek Resorts has implemented several environmental initiatives at their facility. They have implemented a linen and towel reuse program to reduce water consumption and use low phosphorous detergents for laundry and dishwashing as well as non-toxic products whenever possible. Shanty Creek also uses Energy Star equipment to reduce energy consumption and has recently had an energy audit to identify other energy saving opportunities.

"Environmental stewardship is a responsibility that Shanty Creek takes seriously," states Michael Jordan, Shanty Creek Resorts' COO. "We are honored to receive this certification from Green Lodging Michigan."

Green Lodging Michigan is a joint effort between DELEG and the Michigan Department of Environmental Quality (DEQ) to encourage the lodging industry to conserve and protect the state's natural resources while increasing marketability and lowering utility costs.

"Green Lodging Michigan has been an effective way of including hoteliers in the effort to help Michigan continue as the leader in environmental beauty and abundant natural resources," said Steven E. Chester, director of the Michigan Department of Environmental Quality.

Green Lodging Michigan is a voluntary and non-regulatory certification program offered through the Bureau of Energy Systems in DELEG to hoteliers at no charge. The Bureau of Energy Systems and the DEQ provide technical assistance to those who are interested in implementing "green" strategies and earning certification. The GLM program certifies facilities based on environmental initiatives such as air quality, energy efficiency, solid waste reduction, toxic waste management, water conservation, purchasing and communication. There are three levels of certification: Partner, Steward, and Leader, which can be earned by completing a self-assessment checklist and achieving a minimum number of requirements and points.

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SHANTY CREEK RESORTS AWARDS

AAA Michigan Living	Cedar River Golf Course – One of the Best Courses in Northern Michigan
AAA Michigan Living	Schuss Mountain Golf Course rated Best Public Course for the Money
Great Lakes Golf	Rated the Best Family Golf Resort in the Midwest
Golfweek	Cedar River Golf Course – One of America’s Top 100 Resort Courses
Travel + Leisure	Rated among the top 25 resorts in the Midwest
Golf Magazine	Cedar River Golf Course – Top 100 courses in the country
Golf Magazine	Shanty Creek named a Silver Medal Resort
Golf Digest	Places to Play Directory rated The Legend 4½ stars
Golf Magazine	Cedar River Golf Course - Top 10 new courses in the U.S.
Golf Magazine	Readers poll voted Shanty Creek in the Top 5 Resorts in The United States in Quality of Main Course and Course Conditions
Golf for Women	Top Fairways, Rated One of the Most Women-Friendly Facilities in North America
Golf Magazine	The Legend-hole # 7...One of the top 50 public golf holes in U.S.A.
Detroit News	Readers poll voted Shanty Creek “Michigan’s Best Golf Resort”
Golf Digest	The Legend - Rated #19 in America’s 75 Best Resort Courses, #1 in the Midwest.
Golfweek	The Legend - Rated 3rd in the state’s top 10 golf courses in Michigan
Golf Calendar & Journal	The Legend - Ranked in the Top 80 Public Courses in United States.
OnTheSnow.com	Visitors Choice Awards for Best Downhill Terrain in the Midwest
OnTheSnow.com	Visitors Choice Awards for Best Nightlife
Ski Magazine	Ranked #2 Overall among Midwest Resorts
Ski Magazine	Ranked #1 Value among Midwest Resorts
Ski Magazine	Ranked #1 Lodging among Midwest Resorts
Ski Magazine	Ranked #1 in Dining among Midwest Resorts
Ski Magazine	Ranked #1 in Après Ski among Midwest Resorts
Ski Magazine	Ranked #1 Weather among Midwest Resorts
Ski Magazine	Top 60 Resorts Survey, Among the top 10 in the Midwest 7 years in a row
SnoCountry	Top 10 Cross-Country Resorts in Midwest
SnoCountry	Top 10 Ski Resorts in Midwest
Ski Magazine	Top 30 Summer Resorts
Corporate Meetings & Incentives	Golden Links Award - based upon the quality of golf facilities, playability and conditioning of golf courses, effectiveness of the golfing staff in assisting groups.
Successful Meetings	Pinnacle Award - recognizes superior ability in servicing meeting planner needs.
Meetings & Conventions	Gold Tee Award - recognizes properties that combine excellence in both meetings & golf facilities.



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