



FOR IMMEDIATE RELEASE
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**WILDERNESS TO CELEBRATE REOPENING OF LAKE DELTON BY OFFERING
ALL WILDERNESS ON THE LAKE GUESTS FROM JUNE 9, 2008
A FREE NIGHT'S STAY ON JUNE 9, 2009**

WISCONSIN DELLS, Wis. — Nearly six months after guests and workers at Wilderness on the Lake watched Lake Delton drain in disbelief, all finally have a reason to celebrate. Today, Governor Jim Doyle, along with representatives from the Dells Visitor and Convention Bureau and dedicated village and state officials, reopened Lake Delton.

According to the Dells Visitor and Convention Bureau, in the coming weeks, the Lake will be brought up to seven feet and then will be monitored over the winter. It is anticipated that with a spring snow melt and rain, the Lake will refill to nearly 12 feet by early May.

As part of the lake refilling kick-off celebration, Joe Eck, sales and marketing director for the Wilderness Territory, announced that anyone who was staying at their Wilderness on the Lake property on June 9, 2008, will receive a phone call today inviting them back for a free night's stay at the property on June 9, 2009.

"We want our guests, who were eye witnesses to this unbelievable act of nature, to return to Wisconsin Dells on the one year anniversary of this destructive breach to help us all celebrate the lake's return and the area's rejuvenation," says Eck. "It is incredible how the state and local officials all came together quickly to help our community overcome adversity."

According to Wilderness reservation records, approximately 75 of the 108 two and three bedroom Wilderness on the Lake condominium units that overlook Lake Delton were occupied on the day Lake Delton drained.

Sales figures also show that reservations at Wilderness on the Lake were down by approximately 25 percent over the summer as a result of the lake draining.

“It will be absolutely wonderful to see water in Lake Delton again,” adds Eck. “And we can’t think of a better way to celebrate than with those who were here. We want all of our guests to be awed at what a difference a year makes.”

Wilderness on the Lake, which opened in 2003, is one of three properties located on over 600 acres of pineland referred to as the Wilderness Territory in Wisconsin Dells. The Territory is also home to Wilderness Hotel & Golf Resort, which features 444 guest rooms, 40 Vacation Villas, 76 Frontier Condominiums and 35 Cabins & Retreats; and Glacier Canyon Lodge, which features 448 upscale condominium units.

Combined, these three properties offer four indoor and three outdoor waterparks that total over 12 football fields of water fun. The Territory is also home to Wild Rock Golf Club, The Woods 9-hole Family Course; Dodge ‘Em City; Timberland Play Fort, a 30,000 square-foot, three story adventure with ball blasters, slides and crawl spaces; The Wild Canyon Café, a family-style restaurant; Field’s at the Wilderness - Premier Steak House, designed by Frank Lloyd Wright protégé James Dresser; Monk’s Bar & Grill; and Sarento’s Italian Restaurant & Pizzeria.

The Wilderness Territory is easily accessible from Interstate 90 and 94, and located just minutes from popular attractions such as Dells Boat Tours, the Original Wisconsin Ducks, Tommy Bartlett Show, Ho-Chunk Casino, and Tanger Outlet Mall.

For more information on the resort or the *Wild Perks* frequent stay program, or for reservations, visit their Web site at www.wildernessterritory.com or call 1-800-867-WILD (9453).

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