

Press Release

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MARCUS THEATERS AND MOBILE CANDY DISH MAKE LONG LINES A THING OF THE PAST

Movie Goers Get Info and Buy Tickets on Cell Phone

Gurnee, Illinois and Berkeley, Calif. – March 9, 2007 – Marcus Theaters and Mobile Candy Dish today announced the pilot launch of a new service that allows consumers to use their mobile phones, wherever they happen to be, to buy movie tickets and get movie information.

The Movie Candy application allows consumers to access theater locations, show times, trailers, and movie facts, plus purchase movie tickets, all from their mobile phone. When they arrive at the theater, they simply tap their phone on the point-of-sale (POS) terminal device, much like swiping a credit card, and the transaction is completed.

Participants will also be able to use the Blaze mobile wallet provided by Mobile Candy Dish to purchase concessions at Marcus Theaters. In addition to this, the Blaze mobile wallet enables participants to view their electronic receipts, account balance, account limit, and obtain a list of nearby merchants, turn by turn directions, maps, and much more.

Marcus Theatres is proud to be a part of the pilot for this innovative service. We strive to offer our moviegoers the latest in technology and services and Movie Candy is a great example of that commitment," said Carlo Petrick, Communications Manager for Marcus Theatres. "We expect our customer's who use Movie Candy to spend less time in line and more time enjoying their movie experience."

"I think it is really cool and something I would definitely use this. I can't believe the phone will do all of this... that's awesome!" Trial participant

"Our goal is to empower consumers to use their phones for purchases and information gathering. Most people love their phones and never leave home without them. Consumers have told us that making purchases and accessing information with their phones would also be convenient. We are pleased to be working with Marcus Theaters to help customers avoid standing in long lines. Their state-of-the-art theaters attract a consumer whom we believe will find the Movie Candy and the Blaze Mobile Wallet service attractive and useful. " said Michelle Fisher, founder and CEO of Mobile Candy Dish.

About Mobile Candy Dish

Mobile Candy Dish provides mobile commerce applications to empower consumers. For more information, visit the company website at www.mobilecandydish.com.

About The Marcus Corporation

About Marcus Theatres

Marcus Theatres®, a division of The Marcus Corporation (NYSE:MCS), is the eighth largest theatre circuit in the United States and currently owns or operates 498 screens at 41 locations in Wisconsin, Illinois, Minnesota and Ohio, and one family entertainment center in Wisconsin.

About The Marcus Corporation

Headquartered in Milwaukee, Wisconsin, The Marcus Corporation is a leader in the lodging and entertainment industries. The company's lodging division, Marcus Hotels and Resorts, owns or manages 20 hotels, resorts and other properties in eight states, with one additional property under development. For further information, visit the company's Web site at www.marcuscorp.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 will 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 that could 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 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 on our occupancy and room rates from the relative industry supply of available rooms at comparable lodging facilities in our markets;

(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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