



Media Release

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Wilderness Golf Course Opens Early *Mild winter spurs April 27 Opening*

The mild winter and ambitious grounds crew at the award winning Wilderness Golf Course have combined to provide a rare early course opening for northern Minnesota golfers. The Wilderness at Fortune Bay, named best course you can play in 2007 for Minnesota by *Golfweek*, will open to the public this Friday, April 27.

Wilderness General Manager Tom Beaudry reports the course is in “spectacular shape” due to the mild winter and hard work of the staff. “Despite a 9.6 percent national decrease since 2001 in rounds played per golf course, golfers continue to flock to the Wilderness. Our rounds have increased every year we’ve been open, including 11 percent in 2006. This year’s April 27 opening and lower spring rates are one way we can thank loyal, local golfers who make up between 60 and 70 percent of our business.”

Since opening three years ago, the Jeff Brauer-designed Wilderness has already achieved the trifecta of being named Best New Upscale Public Course for 2005 by *Golf Digest*, among the Top 10 Best New Places to Play by *GOLF Magazine* and as one of the 10 Best New Public/Resort Courses in America by *Travel & Leisure Golf*. It also recently won the 5th Annual Customer Loyalty Award from the National Golf Foundation by outscoring public golf courses throughout the country on 14 service factors from scenery and aesthetics to the condition of golf carts to tee-time availability.

Beaudry reports that the 51 percent increase in rounds played since the public course opened on May 28 of 2004 was a key factor in the Bois Forte Band of Chippewa expanding Fortune Bay hotel with 58 new rooms scheduled to open June 1. “Now that the hotel can accommodate more golfers overnight, we are also increasing the offerings at the Wilderness including an excellent expanded menu in the Wilderness Grill, state of the art golf equipment in our Pro Shop and additional golfing tournaments and monthly theme nights. We feel the early course opening and beautiful new hotel rooms will make this the best year yet at the Wilderness.”

For more information on the Wilderness at Fortune Bay, visit www.thewildernessgolf.com or call (800) 992-4680.