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Hurdzan & Fry's Wild Rock Golf Club
Brings World Class Golf to Wisconsin Dells

Wisconsin Dells, Wis. - Wild Rock Golf Club, the latest creation of the world-renowned golf course architect team Hurdzan & Fry, is set to open May 1, 2008, in Wisconsin Dells. Wild Rock is a stunningly unique championship golf course that blends three different landscapes into a challenging and breathtaking round of golf. From its woodland area featuring a beautiful boulder stream to the Dells' famous sandstone ridges combined with the rocky mounds of former quarry, Wild Rock is bound to be the talk of golf enthusiasts everywhere.

According to Dr. Mike Hurdzan, co-designer of Wild Rock, "Wild Rock is guaranteed to be one of the premier courses in Wisconsin and one of the top ten courses I have ever built."

Wild Rock fits into its picturesque natural setting with challenging and strategically designed holes featuring extreme elevation changes and incomparable scenic views.

The first holes wind through cropland and woodlands that are split by a large natural ravine featuring a cascading stream filled with waterfalls and pools. Golfers then head into a dramatic wooded ridgeline where the land falls to the east leaving awe inspiring views of up to 30 miles away.

Hurdzan adds, "These holes were easy to envision. Nature left us with such a beautiful area that creating hole after hole of truly wonderful golf was easy."

Wild Rock also features unique rugged weathered bunkers that guard both greens and fairways which will make the round an adventure.

Several of the final holes of Wild Rock are located around an area that used to be an old stone quarry. Rugged topography including sand and gravel mounds lining the fairways makes the holes both scenic and challenging.

Chris Goodwick, Director of Golf at Wild Rock, comments that "The final par 3 will be one of the most breathtaking and dramatic par three's golfers will ever play. Six tees dot a ridge leaving the golfer with a precise shot over the quarry to a green lying on the edge of its remains."

The Wild Rock Golf Club is the perfect place to host a golf tournament and special event. Its championship 18 holes can be played from 5 different tee boxes that are sure to fit the abilities of all players.

"This course is great for the true golfer as well as the resort golfer," says Goodwick. "Because this course has 5 sets of tees, it provides all golfers with a comfortable challenge. It will definitely leave you feeling great about the game of golf and wanting to challenge the course again and again."

Attention to every last detail has been taken into consideration on all aspects of the new course, including its golf carts. Wild Rock will feature electric golf carts fully equipped with a state-of-the-art GPS system. The GPS system will allow players to continuously trace their distance to the pin, receive pro tips for tough shots, input scores electronically, keep pace of other scores in tournament play, see other carts on the course, order food and beverage from the club house, and receive weather warnings.

Wild Rock is part of the Wilderness Territory in Wisconsin Dells which is home to the Wilderness Hotel & Golf Resort, Glacier Canyon Lodge, and Wilderness on the Lake. The Wilderness Territory offers unique lodging opportunities including wilderness-themed guest rooms, cabins, vacation villas, and upscale condominiums. Guests can bring their families and extend their stay to enjoy the amazing waterpark facilities featuring 7 indoor and outdoor waterparks with thrilling rides and slides and lap pools. The Wilderness Territory also houses the nationally-acclaimed Sundara Spa where a full range of spa services are offered. A variety of dining options are also available at the Wilderness Territory including Sarento's Italian Restaurant, Fields Premier Steakhouse, and several more.

Rates for the Wild Rock Golf Course will range from \$65 to \$105 depending on time of season and desired day of play. All guests of the Wilderness Territory will receive a

discount on green fees. Golf Rates include use of practice facility, cart rental, GPS System, and 18 holes of golf.

Combining style, class, and the highest level of care and service, playing Wild Rock will be nothing less than spectacular. To set up a tee time, call 608.253.GOLF or for more information, visit Wild Rock online at www.wildrockgolf.com.

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