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FOR IMMEDIATE RELEASE

The Marcus Family invests in a passionate, entrepreneurial business with the acquisition of Verlo Mattress Factory Stores.

January 4, 2012 (Milwaukee) – The Marcus Family, owner of Marcus Investments LLC, and also a controlling stakeholder in the Marcus Corporation (NYSE: MCS), today announced the acquisition of Fort Atkinson-based Verlo Mattress Factory Stores, the nation’s only franchisee model in the \$8 billion annual sleep specialty industry.

Marcus Investments acquisition of Verlo Mattresses Factory Stores, the active franchisor that supports more than 40 stores throughout the country, will provide financial and overall business support functions to help stimulate growth for franchisee operators while continuing to offer and improve upon excellent consumer experiences. The purchase builds on the mission of Marcus Investments to acquire, steward and grow the legacies of successful entrepreneurs and family-owned businesses.

“Marcus Investments has actively sought investment opportunities with successful organizations that share a passion for their businesses and a commitment to superior customer service,” said David Marcus, president of Marcus Investments. “The Verlo brand is known throughout the industry as a leader, and the franchise model of selling customized product on a local level was very appealing to us because in many ways, it mirrors how the Marcus Corporation has achieved success for nearly 70 years.”

Through the acquisition, Verlo franchisees will begin to see increased support from the parent organization, building on the legacy of customer commitment to a good night’s sleep that began more than 60 years ago. Consumers will see enhancements in customer service and overall in-store experiences over the coming months.

The announcement comes four months after the acquisition of the Southeastern Wisconsin Verlo Mattress Factory Store franchises by Marcus Investments. “When we bought the Milwaukee franchisee stores, we quickly realized what a tremendous organization Verlo was, and we saw the potential to really impact other franchisees on a broader scale by providing more support,” said Marcus.

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The new Verlo Mattress Factory headquarters will be based in Milwaukee, with Chris Nolte serving as CEO, **Thomas Cass** as company president and Scott Baitinger as CMO.

About Marcus Investments, LLC

Marcus Investments is a Midwest-based investment firm formed by the Marcus family of Milwaukee to acquire, steward and grow the legacies of successful entrepreneurs and families. The company creates long-term returns for its investments through patient capital, valuable relationships and solid operating experiences. Marcus Investments focuses on long-term value creation in businesses with strong operating partners.

About Verlo Mattress Factory Stores

Verlo Mattress Factory Stores is the nation's largest Craftsman-Direct® mattress retailer. The company was founded in 1958 by Dale Williams and Guy Day on the premise of quality, customized beds with the finest in customer service. The founders moved the business to Whitewater, Wis. in 1975, and today its headquarters are in Milwaukee. Verlo Mattress Factory Stores are located throughout the United States. For more information, visit www.verlo.com.

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