



FOR IMMEDIATE RELEASE: January 31, 2007

CONTACT:

Joe Eck, Director of Sales and Marketing 608.253.4599 or joe@wildernessresort.com

Heidi Fendos, PR Counsel 414.778.0766 or heidi@fendospr.com

**Wilderness developers purchase land for Sevierville
Events Center Hotel and Condominium Resort**

Sevierville, TN — The developers of Wilderness Resort, America's Largest Waterpark in Wisconsin Dells, announced today that they have purchased two parcels of land adjacent to the new Sevierville Events Center.

A financing commitment for the project has been finalized with a group of local banks led by Dwight B. Grizzell, President/CEO of Mountain National Bank. Plans now call for ground to be broken in April of this year on a 236-room, four-story mountain modern hotel which will be connected to the Events Center via an enclosed corridor.

The facility, which is anticipated to become a well-recognized and respected hotel franchise, is slated to include an approximately 20,000 square foot indoor waterpark complete with family raft rides, body slides, an indoor/outdoor hot spa and an interactive kiddy play structure with many play and spray features.

The hotel will also include a restaurant, coffee shop, work-out facility and break-out conference rooms to complement the Events Center's meeting space. It is anticipated to be completed by early 2008.

Wilderness developers are also planning to build an upscale mountain modern six-story condominium resort on a parcel of land across the street from the Events Center.

The property will consist of 233 fully-furnished two-key condominiums. It will also have its own approximately 55,000 square foot indoor waterpark, which will be home to a wave pool, Tornado thrill ride, family raft ride, body slides and an indoor/outdoor hot spa. In addition, a Thirsty Buffalo bar and grill is planned for the facility.

Although pricing has yet to be finalized, pre-sales for these condominium units are expected to begin this spring. All owners will have the option of participating in a rental program overseen by the Wilderness. The project is anticipated to be complete by fall 2008. Individuals interested in purchasing a unit should call 1.800.867.WILD ext. 4203.

According to Pat Helland, co-owner of Wilderness Resort, LLC, "We're thrilled to get this project off of the ground after many months of planning. We'd like to thank Mountain National Bank, Tennessee State Bank, Sevier County Bank and Farmer's Bank & Trust for supporting our project.

Helland continued, "It has been a pleasure to work with the Bridgemont Group and the City of Sevierville to make this a reality, and we are confident that our facilities will be the perfect complement to the city's beautiful new events center."

Mayor Bryan Atchley, said, "The City of Sevierville is fortunate to have Wilderness Resort, LLC as a partner at the Events Center."

"Their hotel and adjacent resort will be a significant component of the City's Central Business Improvement District, adding job opportunities for our citizens and attracting visitors to our community."

Bridgemont Event and Entertainment destination is a "resort city" development located at the foothills of the Great Smoky Mountains National Park.

According to Jim Calkin, chief manager of The Bridgemont Group, "We're excited to bring the famed Wilderness Resorts' hospitality and waterpark brand

experience to Bridgmont. The commitment they have made to the market comes on the heels of their extremely successful, \$150 million dollar expansion of their Wisconsin Dells development this past summer. We're confident our market is primed for this type of world-class hospitality and entertainment venue at Bridgmont."

Progress on this project will be able to be monitored on the resort's website located at WildernessattheSmokies.com.

Wilderness Hotel & Golf Resort in Wisconsin Dells, which opened for business in 1995, is located on over 600 acres of pristine woodlands fondly referred to as Wilderness Territory.

The resort features 443 guest rooms, 40 Vacation Villas, 76 Frontier Condominiums, 35 Cabins & Retreats, 108 Wilderness on the Lake luxury condominium units overlooking Lake Delton and 224 Glacier Canyon Lodge upscale condominium units.

It is also home over 12 football fields of indoor and outdoor waterparks; Timberland Playhouse a four-story dry foam (think Nerf®) playhouse; an indoor rock climbing wall; The Wild Canyon Café, a family-style lobby restaurant; Field's at the Wilderness - Premier Steak House, a fine dining restaurant designed by Frank Lloyd Wright protégé James Dresser; Monk's Bar & Grill; The Thirsty Buffalo; Survivors Tex Mex; and Sarento's Italian Restaurant & Pizzeria.

For more information on the Wilderness Resort in Wisconsin Dells, visit www.wildernessresort.com or call 1-800-867-WILD.