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MEDIA RELEASE

Ruttger's hires General Manager, eyes growth

Deerwood, Minn. – March 13, 2017 – In a move that signals an aggressive play to grow market share in the competitive Brainerd Lakes resort industry, Ruttger's Bay Lake Lodge has hired experienced administrator John P. Weiers to be its new General Manager, resort officials announced.

Weiers will be responsible for the successful overall direction, administration and coordination of all activities of Ruttger's Bay Lake Lodge. This includes directing and organizing all departments in order to provide resort guests with a world-class experience. His first day at Ruttger's will be March 20.

"I am extremely excited and humbled to be joining a resort with such a strong brand and long tradition of excellence," Weiers said. "As important as its rich history is, I believe Ruttger's has an even brighter future and am ready to get to work helping the Ruttger family grow the business."

Weiers brings more than 25 years of management experience to the job, including retail, facilities, golf, and food and beverage management. He was most recently employed as Director of Non-Gaming Operations at Mille Lacs Corporate Ventures, the business arm of the Mille Lacs Band of Ojibwe.

"Mr. Weiers brings a wealth of experience and expertise to our executive team," Ruttger's President Chris Ruttger said. "We are looking to him to help us evolve and

grow into a resort that competes for new guests, while maintaining the legacy and tradition upon which Ruttger's was founded 119 years ago."

Chad Gross, Ruttger's GM/Chief Financial Officer, will now focus on financial and business management, and strategic planning.

Weiers' resume boasts a vast and varied business management career. Before joining Ruttger's his positions included: Corporate Franchise Operations Analyst at Mille Lacs Corporate Ventures, Director of Continuous Improvement at Merit Enterprises, Inc., Area Merchandise Coach at Sears Holdings Corporation (Kmart), REALTOR® at Re/Max Real Estate Properties, and Property Manager/Facilities Manager at Welsh Companies, LLC.

In addition to his business management experience, Weiers has a family history in the resort industry and appreciates what it takes to run a successful resort.

"I understand what Ruttger's is about, having worked at my grandparent's resort while growing up," Weiers said. "Like my grandparent's resort, Ruttger's is about families and traditions."

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About Ruttger's Bay Lake Lodge

Ruttgers' Bay Lake Lodge is a premier family resort on the shores of Bay Lake in Deerwood, Minn. The Ruttger family has owned and operated the resort since its opening in 1898, making it the oldest continually owned family resort in Minnesota. Priding itself on treating all guests like family, Ruttger's features 27 holes of golf, full marina service, fine dining, retail establishments, meeting and convention space, a spa and more.