

For Immediate Release

Sausalito, CA

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Caption Receives 2008 Hospitality Innovator Award

Caption announced today it received the 2008 Hospitality Innovator award at the inaugural event of the Innovation Network - an industry gathering sponsored by the Pillsbury Institute for Hospitality Entrepreneurship at the Cornell University School of Hotel Administration. More than one hundred companies were evaluated before three organizations were selected that best exemplified the spirit of innovation in terms of:

- Ability to contribute to a customer's bottom line performance in 2008
- Innovative characteristic of the product and or service
- Demonstrable industry appeal as evidenced by solid references
- Credible ROI results

Scott Martiny, CEO of Caption said, "We are proud to be recognized by the Institute and to be involved in the Innovation Network. It was a great opportunity to be part of an industry discussion on the importance of and the challenges facing companies who bring innovative new products to the hospitality industry."

Lee Pillsbury, co-Chairman & CEO of Thayer Lodging commented, "The goal of the Innovation Network is to spotlight companies with proven products that deliver substantiated bottom line improvement. Senior executives within our industry need to have visibility to these kinds of companies. We all recognize that innovation, while the lifeblood of long term success, can be a challenge to foster in the hospitality industry. Caption is the perfect example of a company that created an innovative new approach to an old problem we wrestle with today - liquor shrinkage - and pushed their way through the obstacles to achieve market acceptance. It's a great company with a wonderful product and an innovative spirit we need more of."

Martiny in his acceptance speech shared an important perspective, "We want to recognize the real heroes of innovation. People like Bill Fisher, F&B Director for InterContinental The Barclay New York; Victor Jerez, F&B Director for the Marriott Portland Waterfront; and George Vizer, General Manager for the Hyatt Regency McCormick Place, who decided they would be among the first to give it a try. Bill Merlyn, F&B Director for the Sandestin Golf & Beach Resort; Charles Satkewich, Vice President for Host Hotels & Resorts; and Adam Odegard, Vice President F&B for Treasure Island Hotel & Casino, were not only early adopters, but also had to take on the challenge of doing something different within their own organizational hierarchies. Stan Turner, General Manager at the Hilton Singer Island Oceanfront Resort; Nail Taskapilioglu, F&B Director at the Embassy Suites Chicago Lakefront; Renato Medranda, F&B Outlets Director at the Westin Seattle; and Ed Baten, General Manager at the W Hotel New York, demonstrated a commitment to the principle that change is an embedded component in success, and thus the foundation of innovation. They all earned this award right along with us when they had the courage to make the leap with Caption."

Pillsbury added, "I enjoyed hearing Scott put the spotlight back on the folks in the industry who were the early adopters. I agree with him that successful innovation is always based on a partnership between a solution creator and those who will be the first to try it."

ABOUT CAPTON

Headquartered in Northern, California, Caption is the leading developer of RFID-enabled business control solutions for hospitality. Caption solutions are installed in hotels, restaurants, nightclubs and bars, resorts, casinos, cruise lines, sports stadiums and many other types of hospitality venues across the United States and around the world. Caption products are marketed via a worldwide sales and support network.

FOR MORE INFORMATION

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