

For Immediate Release

**Sausalito, CA
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Great Wolf Resorts Chooses Capton

Capton announced today that Great Wolf Resorts has chosen the Capton Beverage Tracker solution for immediate implementation in selected Great Wolf Lodge locations.

Great Wolf Resorts, Inc.®, is North America's largest family of indoor waterpark resorts, and, through its subsidiaries and affiliates, owns and operates its family resorts under the Great Wolf Lodge® and Blue Harbor Resort(TM) brands. Great Wolf Resorts is a fully integrated resort company which owns and/or manages 12 locations. The company's resorts are family-oriented destination facilities that generally feature 300-600 rooms and a large indoor entertainment area. The all-suite properties offer a variety of room styles, themed restaurants, spas, supervised children's activities and other amenities.

The CIO of Great Wolf Resorts, Rajiv Castellino, was first introduced to Capton at various technology conferences. Impressed with what he heard and saw, he took the next step of implementing the ROI methodology recommended by Capton at a selected Great Wolf Lodge property in Mason, Ohio. Ninety days later, a review of the results showed Great Wolf Resorts what a powerful tool the Capton Beverage Tracker solution was for their beverage operations.

"Following Capton's proven methodology, we were able to chart the ROI from the very beginning," declared Great Wolf Resorts CIO, Rajiv Castellino. "Now, in rolling out the solution to more locations, we know precisely what results we can expect to quickly achieve and then to sustain long term. Capton's claims of percentage point drops in liquor costs with a resulting increase in revenues within months of installing a system have certainly been verified."

Janine Bertsch, corporate director of food and beverage operations Integration stated, "Monitoring bartender pouring consistency becomes a positive training opportunity using Beverage Tracker. It allows standards and goals to be properly set and followed in a rational way that doesn't interfere with the bartenders, yet produces whatever behavioral changes are needed."

The Beverage Tracker system utilizes RFID-enabled liquor pour spouts to provide a better-than-secret-shopper picture of exactly how each drink is prepared, how the guest is served and how the transaction is handled in the point-of-sale (POS) system. Anytime there is a variance from what is expected, the system highlights the event for management follow up action. Before a system goes live, Capton provides an instructional program for managers and bartenders to understand how the system works, and to test their own skills. Then for the first few months following installation, Capton continues to work with bar managers remotely, examining the results of selected sales and pours, hunting for inaccurate pours, and maintaining scorecards for each bartender.

"Great Wolf Resorts is a wonderful addition to the growing profile of Capton customers who are rolling out the Beverage Tracker solution to their locations," commented Capton's CEO, Scott Martiny.

ABOUT CAPTON

Headquartered in Northern California, Capton is the leading developer of RFID-based business control solutions for hospitality. Capton 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. Capton products are marketed via a global sales and support network.

FOR MORE INFORMATION

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