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Portland Marriott Downtown Waterfront Prefers RFID Solution Over Secret Shoppers and Spotters

ABOUT CAPTON

Headquartered Northern California, Capton is the leading developer of RFID-based business control solutions for hospitality.

Capton solutions are installed in hotels, restaurants, nightclubs, 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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Capton announced today that the Marriott Portland Downtown Waterfront is one of the next locations in a growing number of Marriott properties becoming Capton customers after completing proof of concepts.

The Portland Marriott Downtown Waterfront Hotel is known for stunning views of Mt. Hood and the Willamette River paired with award winning guest service. Executive Chef, Mark Henry, is known for his creative flair and amazingly memorable cuisine provided in both Allie's American Grille and banquet meals. Capton's RFID-based Beverage Tracker solution is now helping to add other essential elements behind the scenes – liquor cost reductions, revenue assurance and increased guest satisfaction.

Capton's Beverage Tracker system utilizes RFID-enabled liquor spouts to provide a clear 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. Whenever there is a variance in the desired outcome, there can be no argument about what happened and why.

"We saw points come off in liquor cost reduction, and the consistency of drink preparation, so vital to the guest experience, went way up," according to Marriott Portland Downtown Waterfront's Food and Beverage Director, Victor Jerez. "It's not simply a better product, it's the wave of the future. We can use Beverage Tracker for corrective training with employees. It allows a manager to react and to deal immediately with any improper or unusual pouring. We can control our entire liquor inventory without restricting the amount of the pour – and it puts the spotlight on any check handling issues in our POS system."

"It's the ultimate secret shopper system," says Scott Martiny, CEO of Capton. "As a company, we believe RFID is a breakthrough technology for hospitality; but it's not just about the technology, it's about the problems we can help our customers solve in new and yet unimagined ways. The product benefits have turned out to be good for Marriott's customers in terms of improved guest experience, and for Marriott in terms of reduced liquor costs and increased revenues. That's a winning combination in the world of hospitality."

"We found the Capton team to be more than just a solution provider. They invested in understanding our business, in what was going on and in helping us form our technology strategy," adds Jerez. "There is no doubt about it. The Capton solution is so much better than secret shoppers or spotters. It's an electronic viewing portal, 24 hours a day, seven days a week."