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## **Sandestin Golf and Beach Resort Chooses Capton's Beverage Tracker**

### **ABOUT CAPTON**

Headquartered in San Francisco, California, Capton is a 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 worldwide sales and support network.

### **FOR MORE INFORMATION**

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Capton announced today that Sandestin Golf and Beach Resort, an Intrawest luxury resort renowned for sugar-white sand beaches and a plethora of lodging options on 2,400 acres of the spectacular Northwest Florida Gulf Coast, has committed to implementing the Beverage Tracker solution throughout its resort operation.

Sandestin is a premier family resort destination in the Southeast. Each year more than 500,000 guests staying in hotel rooms, condos, villas and town homes throughout the expansive resort enjoy championship golf courses, dozens of restaurants and refreshments served at a variety of bar locations. Catering operations support the needs of everything from small weddings to large corporate group events.

Any kind of liquor monitoring technology would be put to a major scalability and network performance test in this kind of operation, given the resort involves multiple food and beverage locations sprinkled across miles of gorgeous Florida real estate. With industry averages for liquor inventory shrinkage running at 20-30 percent, the Capton team recognized a lot was at stake. The challenge was to effectively show how the patented, RFID-based Beverage Tracker solution could be used as a tool for inventory cost reduction and increased guest satisfaction at Sandestin – and that it could deliver a substantial return on investment.

“They passed our test,” said Bill Merlyn, Food and Beverage Training Manager. “We were all set to move forward with a liquor inventory measuring solution, but when we saw the Capton technology, it seemed like the perfect answer. However, Sandestin is part of a large corporation that operates dozens of premier resorts across North America. Before we could make the investment, we had to prove the technology and internally commit to a return on investment. Capton came in, installed their system in our three busiest locations – a major restaurant, a pool bar and a beach bar. Then they showed us exactly where our problems were and how to use the system to achieve a 5 point liquor cost reduction and an 11 percent revenue increase.”

Bill Goehler, Six Sigma Specialist added, “Their solution is elegant. Not only is it simple, but it is ideal for large complexes like ours. We are installing Beverage Tracker in ten separate bar locations in our first phase, all running over our network to a central application server, and with the ability for a wide range of users to access trend and comparative reports from anywhere via their browsers.”

Kathleen Cresse, Director of Food and Beverage commented, “At Sandestin we are committed to six sigma principles of management. Capton's product and team approach fits perfectly into that management model. After we implement phase I, we will continue with a full implementation of the system in our banquet operations. We expect even stronger liquor cost reduction, revenue increase and guest experience improvement.”

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