

For Immediate Release

**Sausalito, CA
April 21, 2008**

**Caption Shines at Harry Denton's Starlight Room atop
Sir Francis Drake Hotel in San Francisco**

Caption announced today impressive results are being reported by Harry Denton's Starlight Room, atop the Sir Francis Drake, a Kimpton Hotel in San Francisco, after only a few months of using Caption's RFID-based Beverage Tracker solution for liquor inventory management.

ABOUT CAPTION

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

Caption 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.

Caption products are marketed via a global sales and support network.

Harry Denton's Starlight Room overlooks Union Square and blends 1930s glamour with a certain modern swing. Cocktails and hors d'oeuvres are served in a glamorous setting and this is a place to see and be seen in San Francisco. The Sir Francis Drake Hotel exudes sophistication, elegance and charm. Celebrating its 80th anniversary this year, the legendary hotel is a flagship property in the Kimpton family of boutique hotels and chef-driven destination restaurants.

The Beverage Tracker system installed in Harry Denton's Starlight Room utilizes RFID-enabled liquor pour spouts, providing 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.

The Caption system was purchased following a proof of concept conducted by the Drake Restaurant's General Manager, Robert Robinson, that showed a significant potential ROI existed. Robinson saw that Beverage Tracker could be used as a behavior change tool to realize inventory cost reduction, revenue assurance and service consistency.

"The bartender training and certification conducted by Caption's professional services team created positive enthusiasm right from the start among our staff," said Starlight Room Outlets Manager, Michael Pagan. "Contests were run to encourage perfect pouring and a bartender scorecard tool implemented which allowed all staff to be rated both as individuals and as teams when they worked together. Pouring patterns in almost every case have dramatically improved."

"Our liquor cost dropped almost three full percentage points in just the first month after installing Caption," said Robinson. "That represents thousands of dollars in savings in one month of use. The system pays for itself almost immediately. Besides the obvious benefits of staying focused on consistency, we are extremely pleased with the ability to do spot checks at any time and to reconcile Aloha POS data with actual pouring data," continued Robinson. "The inventory cost reductions as measured by pour average reductions, combined with behavioral adjustments, have made us all true believers."

"We are enormously pleased when our customers report the kind of results seen at Harry Denton's Starlight Room," said Scott Martiny, CEO of Caption. "We are building a company with strategies for products and continuing services which ensure that our customers see a sustained return on investment. In today's market situation that makes a Caption decision even easier to make, because we affect the bottom line so quickly. And at the same time, the entire system is focused on improving guest experience, which will always be a winning move in hospitality."

FOR MORE INFORMATION

Tricia James
Vice President, Marketing
415.332.6410
tjames@captioninc.com

sales@captioninc.com
(800) 808-4224

WWW.CAPTIONINC.COM