



Great Wolf Lodge Rides the RFID Wristband Wave



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— Kim Schaefer
Chief Operating Officer at Great Wolf Resorts

SMART
BAND
CASE STUDY

In the highly competitive hospitality industry, revenues are driven by guest satisfaction and brand loyalty. Creating a unique and enticing environment for guests is an effective way to enhance overall guest experience.

The retail industry, among others, is adopting RFID (radio frequency identification) to drive down costs, while waterpark operators are using the technology to advance guest services, convenience, and increase revenue. As the largest U.S. owner, operator, and developer of drive-to family resorts featuring indoor waterparks, Great Wolf Resorts has gained a distinct advantage in its industry after launching a first-of-its-kind RFID wristband system.



Guest Satisfaction Drives Success

Using Precision Dynamics Corporation's (PDC) Smart Band[®] RFID System, Great Wolf Lodge has streamlined three guest applications—all in the convenience of ONE wristband. Prior to the new process, guests were responsible for handling a charge card for purchases, a room key for entry, and a color-coded wristband for guest identification and admission to the waterpark.

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Now, everything revolves around the patented Smart Band, or rather the RFID chip inside it! Cash is electronically loaded and deducted on the wristband for instant purchases throughout the park. Hotel door entry is easily accessed by holding the band over an RFID reader on the door that recognizes unique data stored at the time of registration. PDC's advanced RFID technology makes it all simple and seamless.

Great Wolf Lodge guests are now reaping the benefits at the initial launch in the Poconos (PA), and a second in Niagara Falls (ON).

"We implemented the RFID wristband system because we wanted to give our guests a convenient and seamless guest experience," remarks Kim Schaefer, chief operating officer at Great Wolf Resorts, Inc., developer of the Great Wolf Lodge brand. "The system is like having your wallet on your wrist. It's amazing in its ease-of-use and convenience. Guests don't have to worry about having cash or room keys, never mind the potential of losing them."

Multiple Application Advantages

CASHLESS POS

During registration at Great Wolf Lodge, all guests are given a Smart Band RFID Wristband, which can be loaded with a cash amount or linked to the guest's hotel room account. The wristbands are used to purchase items at POS (point-of-sale) terminals at restaurants, retail and gift stores, and the resort spa. Just a quick read of Smart Band, a print-out of the sales receipt, and the transaction is complete.

Talk about speed...any driver who's witnessed how RFID reduces congestion at highway toll booths via speed lanes will appreciate its efficiency at park concession stands. Faster transactions equate to quicker sales, shorter lines, and happier customers.

Reloading money to the bands is also a breeze. Guests can add funds and check their balances at PDC Smart Kiosks® located throughout the park. Featuring convenient and user-friendly on-screen instructions, the kiosks operate similar to ATM machines.

The system's cashless function also allows guests to buy arcade tokens via RFID readers. With this optional feature, there's no need for parents to keep track of spending in the arcade, enhancing play time for the kids and cash flow for operators. "The system allows the guest more impulse buying opportunities and the 'cool' factor is great for both kids and adults," states Schaefer.

In addition to enhancing in-park spending, park operators benefit from breakage—unspent credit left on guests' wristbands after leaving the park. The system also helps eliminate discrepancies with cash drawer transactions, whether caused by human error or theft. In such applications, accuracy is just as critical as speed, and Smart Band delivers both.

KEYLESS ENTRY

At the waterpark, Smart Bands replace traditional keys for hotel rooms and lockers—a first-of-its-kind technology! The inconvenience of sharing or losing room keys are now a thing of the past. For maximum security, wristbands are stretch-resistant and non-transferable. They also resist damage caused by water and pool chemicals.

Discover how PDC's Smart Band® RFID Solutions improve customer satisfaction a



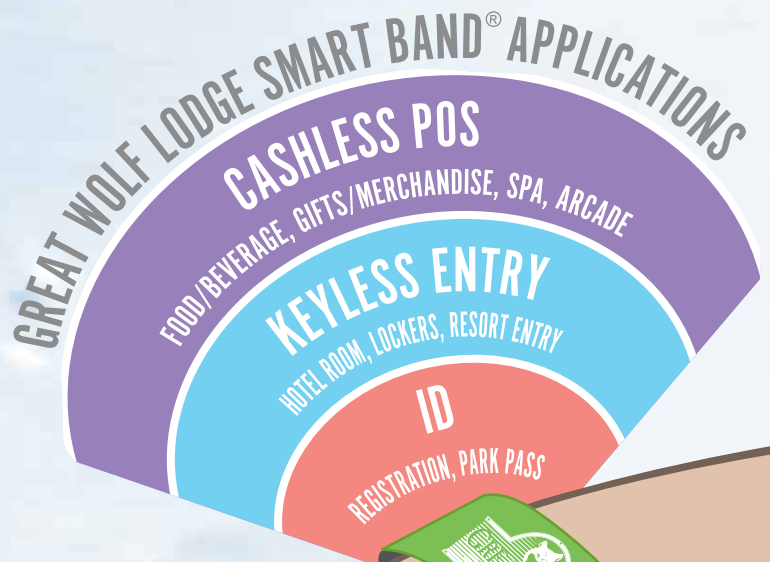
A similar keyless process is used for accessing personal lockers at Great Wolf Lodge Niagara Falls. With a simple press of the wristband over the locker's RFID reader, patrons can secure their belongings without worrying about losing the key.

PARK PASS & ID

When it comes to easy guest access Great Wolf Lodge has an open door policy—utilizing RFID, of course, for maximum security and convenience. During after hours, guests simply place their wristbands over readers at the resort entrance and the doors are electronically unlocked. No need to locate resort personnel or request special entry for those returning at wee hours.

Offered in nine colors, Smart Bands act as a distinguishable park pass for guests. Its non-transferable feature prevents counterfeiting, scalping, and unregistered admittance. Wristbands are also custom printed to increase brand image, while providing additional control against counterfeiting.

As most park operators and guests can attest, cash and water simply don't mix well at waterparks. And you can add credit cards and keys to that list! With the PDC Smart Band System, Great Wolf Lodge is making waves of a new variety and both guests and CIO are excited about taking the dive. "From a guest satisfaction and convenience factor, we certainly feel the RFID system is a success. The guest experience has been sensational," states Rajiv Castellino, chief information officer at Great Wolf Resorts.



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About Great Wolf Resorts

Great Wolf Resorts, Inc.® (NASDAQ: WOLF) is North America's largest family of indoor waterpark resorts and owns and operates its family resorts under the Great Wolf Lodge® and Blue Harbor Resort™ brands. Great Wolf Resorts is a fully integrated resort company and owns and/or manages Great Wolf Lodge

locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; the Pocono Mountains, Pa.; Niagara Falls, Ontario; and Blue Harbor Resort & Conference Center in Sheboygan, Wis. Great Wolf Lodge properties are currently in predevelopment and/or under construction in Mason, Ohio; Grapevine, Texas; and Grand Mound, Wash.



About Precision Dynamics Corporation

With 50 years of experience, PDC is the global leader and pacesetter in the development of Auto ID Wristband Systems for healthcare, patron management, and law enforcement. The company introduced the first patient Bar Code ID Wristband System in 1984, patented Smart Band® Radio Frequency Identification (RFID)

Wristband System in 2000, AgeBand® Electronic Age/ID Verification System in 2004, and PDC Smart Kiosk® Cashless POS RFID System in 2005. PDC is committed to 100% quality in service, design, and manufacturing. This is substantiated by their ISO-9001: 2000 and ISO-13485: 2003 certification at their main facility in San Fernando, CA. For more information, visit www.pdcorp.com.

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