

Great Wolf Lodge Gives New Meaning to Fantasy Vacation with Introduction of MagiQuest

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New Interactive Experience Allows Guests to Get IN the Game

WILLIAMSBURG, Va. -- In a destination known for its sense of history, Great Wolf Lodge is taking families back - WAY back - to a time of castles and kings, dragons and pixies, with an enchanted northwoods forest theme as it introduces MagiQuest, the first live action, fantasy adventure game of its kind in the resort industry.

Appealing to everyone from very young children to older adults, MagiQuest is designed to immerse guests at the resort in a world of Renaissance-style fantasy propelled by modern-day technology. Through an exclusive partnership with game developer Creative Kingdoms, Great Wolf Lodge allows guests to suspend reality and "Get IN the Game" with a family experience that blends intellectual challenge with active adventure and fun.

MagiQuest works like a video game in the sense that it challenges players or "Magi" to complete quests, accumulate powers, and proceed to higher levels of the game; however, unlike a video game it is not merely confined to a computer screen. Instead, Magi cross into a three-dimensional, interactive world and become the main characters in a live action adventure game, completing magical challenges located throughout the resort. Magi choose from a selection of quests - each with a different level of difficulty - solving riddles and clues to gain power in the enchanted kingdom. As the Magi acquire new knowledge, their magic wand records their accomplishments as they become more powerful.

"The family vacation experience is entering a new realm with MagiQuest," said Curtis Brown, general manager of Great Wolf Lodge and regional vice president of Great Wolf Resorts, Inc. "Like the resort itself, this game brings families together. MagiQuest is as much fun for the parents as it is for the kids and it achieves our goal of creating lasting family traditions - one family at a time."

Choose A Wand and the Adventure Begins!

With two floors of the resort dedicated to the MagiQuest experience, including hallways painted with an enchanted forest theme and real oak tree stumps, the adventure begins when guests purchase a magic wand (actually a high-tech instrument that controls play and signals simple "magic" effects, including opening treasure chests, winding clocks and creating music).

Many quests, however, can only be completed through teamwork with other participants, including family, friends and other Magi. The game creates a way for guests to connect with one another by signaling other players when assistance is needed during a quest. MagiQuest creates a venue for grandparents, parents and their children to bond and make new connections as they venture around the resort to meet the challenges of the game together.

As Magi accomplish their quests, they earn points that translate into more abilities. These increased abilities can then be used for their next chosen quest or encounter. With the magic built into their own wands, Magi can return to MagiQuest at any time to resume their adventure, during their stay or upon a return visit.

Extending the Kingdom Throughout the Resort

The magic of the game extends beyond the MagiQuest kingdom to the guest suites and retail outlet. Families can choose to stay in one of 10 MagiQuest Suites, where the power of their wands will manipulate the treasure chest, picture, flaming

torch, crystal ball and shield within the suite as well as orange and green lights above the exterior doorway, truly allowing guests to control their experience with the magic of their wand. MagiQuest Suites start at \$419 a night, and allow guests to gain points in addition to playing the game. Costumes and wand "toppers" and adornments are also available for customization and to further the experience.

Williamsburg is the second Great Wolf Lodge location to incorporate MagiQuest into the guest experience. Great Wolf Lodge in the Pocono Mountains, Pa. successfully launched the game in July. For more information or to make a reservation, call toll-free 1.800.551.WOLF (9653), or visit online at greatwolf.com.

Great Wolf Resorts, Inc.([R]) (NASDAQ:WOLF), Madison, Wis., 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([R]) and Blue Harbor Resort([TM]) 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.