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**GREAT WOLF LODGE IN WISCONSIN DELLS STOCKS UP ON MAGIC WANDS FOR  
LAUNCH OF MAGIQUEST LIVE ADVENTURE GAME**

**WISCONSIN DELLS, Wisconsin (Embargoed Until July 1, 2009)** -- Great Wolf Lodge® in Wisconsin Dells, Wisconsin, went on an unusual shopping spree. Magic wands. Check. Princess and wizard apparel. Check. Runes and relics. Check. These are the accessories needed for the resort's newest attraction, a four-story live-action adventure game called MagiQuest. Great Wolf Lodge is the only resort chain in the country to snag this high-tech attraction, and it will magically appear in Wisconsin Dells on July 1 for the enjoyment of all, including both overnight guests of the waterpark resort and other visitors to the area.

MagiQuest fuses video game technology into a three-dimensional adventure, with participants cast as the main characters seeking to gain more power and unlock higher levels of quests. The setting is a mythical world, complete with dragons, unicorns, fairies, and evildoers. The game appeals to guests across generations.

"Rarely does an attraction really hold the same draw for the grown-ups as well as the kids, but this one has proven itself as a multi-generational team sport," explained Kim Schaefer, CEO of parent company Great Wolf Resorts, Inc.® (NASDAQ: WOLF) and a parent of two tween-age children herself. "In fact, we often hear that parents enjoy seeing the gaming world through the eyes of their kids, and really enjoy the time spent together."

Then there's the sheer massiveness of the setting – 20,000 square feet spread out over four stories. Players move from one themed set to the next, with each space decked out with elaborate props and electronic wizardry. Behind the scenes, the game is built on a proprietary technology platform customized exclusively for Great Wolf Resorts. The cost for the elaborate renovation came in at around \$2 million. The game occupies the area previously known as Wiley's Woods, a children's play area.

Perhaps the most intriguing element of all is the magic wand. Players, who are called "Magi," are first put through magic wand training school before starting the game. The high-tech wands can be personalized with toppers and trinkets and players take the wand with them when they leave. As players solve riddles, their progress is recorded by their magic wand. Along with being the key to unlocking the mysteries, the wand also creates music, activates animatronics, and opens treasure chests.

Unlike one-time-only plays, “Magi” may return to MagiQuest at any time, either at the Wisconsin Dells property or at any of the other Great Wolf Lodge resorts around the country, and pick up where they left off. For the ultimate immersion, the resort even has costumes for purchase.

MagiQuest is open from 9:00 a.m. to 9:00 p.m. The cost is \$14.99 for a magic wand and \$9.99 per visit for game activation. Players typically enjoy MagiQuest for anywhere from 60 minutes to five hours. There is no time limit to the game, and group and birthday party packages are available.

To celebrate this new attraction, Great Wolf has invited its non-profit charity partner, Big Brothers Big Sisters, to partake in the fun. “Bigs” and “Littles” from the nearby Dane County branch will be able to enjoy a day at the resort to try out the new MagiQuest on July 18<sup>th</sup>, as part of the official grand opening festivities. In addition, 50 percent of MagiQuest profits from that weekend will go to Big Brothers Big Sisters of Dane County.

Great Wolf Lodge in Wisconsin Dells has 436 suites and condos, indoor and outdoor waterparks, themed restaurants and familiar brand establishments like Pizza Hut<sup>®</sup>, a spa for kids and a separate spa for adults, a Cub Club<sup>™</sup> activity room for children, an arcade, fitness room, and a wildly popular show featuring animatronic forest creatures staged each morning and evening in the hotel lobby.

The resort is located at 1400 Great Wolf Drive, just off the I-90/94 interstate at exit 92. Their toll-free reservation number is 800-559-9653. More information can be found online at [www.greatwolf.com/dells](http://www.greatwolf.com/dells).

#### **About Great Wolf Resorts, Inc.**

Great Wolf Resorts, Inc.<sup>®</sup> (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<sup>®</sup> and Blue Harbor Resort<sup>™</sup> brands. Great Wolf Resorts is a fully integrated resort company with 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; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash.; and Concord, N.C.; and Blue Harbor Resort & Conference Center in Sheboygan, Wis. Through Great Wolf Resorts’ environmental sustainability program, Project Green Wolf<sup>™</sup>, the company is the first and only national hotel chain to have all US properties Green Seal<sup>™</sup> Certified – Silver.

The company’s resorts are family-oriented destination facilities that generally feature 300 – 600 rooms and a large indoor entertainment area measuring 40,000 – 100,000 square feet. The all-suite properties offer a variety of room styles, arcade/game rooms, fitness rooms, themed restaurants, spas, supervised children’s activities and other amenities. Additional information may be found on the company’s Web site at [www.greatwolf.com](http://www.greatwolf.com).