

Great Wolf Announces Promotion of Kimberly Schaefer to President & COO

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Great Wolf Resorts, Inc. (NASDAQ: WOLF), North America's leading family of indoor waterpark resorts, today announced that Kimberly Schaefer has been promoted to president and chief operating officer.

'In the past 11 years with the company, she has spearheaded the growth and evolution of the brand,' said Randy Churchey, interim chief executive officer. 'Her leadership, passion and vision for the future of Great Wolf Resorts, Inc., are the foundation upon which the company has been built. Kim was instrumental in the growth of the company to nearly 5,000 'pack members' at 11 resorts across North America.'

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, Mason, Ohio, and Grapevine, Texas, and Grand Mound, Wash. and Blue Harbor Resort & Conference Center in Sheboygan, Wis. A Great Wolf Lodge currently is under construction in Concord, N.C. and a 203-suite expansion is under construction at the company's Grapevine resort. The company's resorts are family-oriented destination facilities that generally feature 300 to 400 rooms and a large indoor entertainment area measuring 40,000 to 100,000 square feet. The all-suite properties offer a variety of room styles, arcade/game rooms, fitness centers, themed restaurants, spas, supervised children's activities and other amenities.

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