

Great Wolf Resorts Launches Scoops Kid Spa
North America's Largest Family of Indoor Waterpark Resorts

Introduces ME! Bath Products for Flavorful Treatments and Ice Cream Treats

MADISON, WIS. – May 1, 2007 – Great Wolf Resorts, Inc.® has combined an American favorite – ice cream – and the hospitality industry's latest trend – spas catered to tweens – to create Scoops™ Kid Spa.

The new Scoops Kid Spas are open to the public at six Great Wolf Lodge® properties nationwide, including Wisconsin Dells, Wis.; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; the Pocono Mountains, Pa.; and Mason, Ohio; and Blue Harbor Resort in Sheboygan, Wis.

“Our vision for Scoops Kid Spa was to provide an innovative and family-friendly service to our tween guests,” said Kim Schaefer, chief operating officer of Great Wolf Resorts. “My 12-year-old daughter helped me to recognize that girls this age look forward to going to the spa. Now our resorts allow them to have a spa experience all their own. *‘Life is too short to just have one scoop!’* is the philosophy behind our new amenity.”

ME! Bath's exclusive ice cream-themed products begin with an ice cream bath fizz, shower sherbet scrub, sundae topping foot mask and moisturizing body icing. Kids can choose their own ice cream bath fizz of chocolate, vanilla and strawberry, with toppings of caramel, marshmallow and hot fudge for the foot mask, and final touch of nail polish.

Fun and flavorful manicures and pedicures include: Chocolate-Covered Strawberry, Coconut Cream Pie, Caramel Apple, Peaches and Cream, Gummy Worm, Chocolate Brownie; and the signature Scoops Pedicure/Manicure. The facial uses products especially gentle to kids' skin and the touch-up offers a dab of lip gloss and a brush of blush. Nail gems, decals, nail art, henna tattoos, “decorate your own” pedicure sandals, Scoops Kid Spa T-shirts and ME! Bath products are also available. The Scoops Kid Spa experience ranges from \$35 – \$45 and includes a voucher for ice cream at the resort's confectionary café.

Scoops Kid Spa has a room of its own in each of Great Wolf Resorts' spas. The furnishings for the kid-friendly spa have the look of a modern ice cream parlor, with chocolate-colored walls, retro swivel stools and a pedicure sofa that looks like an oversized ice cream sundae. While enjoying their treatments, kids can listen to music with a provided CD player and speakers or with their own iPod or mp3 player.

Spas are no longer the exclusive domain of well-heeled and well-traveled celebrities and socialites. Now, kids can experience a customized spa experience for their own birthday celebration or special social occasion priced from \$120 – \$240 based on the number of kids attending. Birthday party packages include: the choice of ice cream pedicure/manicure or a facial/makeup touch-up; a birthday crown and ME! Bath products

for the birthday girl; an ice cream fizz ball for all birthday participants; a group photo in Scoops Kid Spa; and a voucher for ice cream at the resort's confectionary café.

ME! Bath products can be found at top spas and salons nationwide, and are now part of the spa program at Great Wolf Resorts' spas, which also feature Aveda® products. A tranquil oasis in the midst of the fun-filled waterparks, these impeccably appointed spas feature massages, body treatments and facials that the entire family can now enjoy.

For more information on Scoops Kid Spa or to make a reservation, visit greatwolf.com/blueharborresort.com or call toll-free 1.800.905.WOLF (9653)/1.866.BLUE (2583).

About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc.® (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® 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; Mason, Ohio; and Blue Harbor Resort & Conference Center in Sheboygan, Wis. Great Wolf Lodge properties are currently under construction in Grapevine, Texas and Grand Mound, Wash.

The company's resorts are family-oriented destination facilities that generally feature 300 – 400 rooms and a colossal indoor entertainment area measuring 40,000 – 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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