

For Immediate Release

**Sausalito, CA
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Doral Arrowwood Finds The Value Of Using Capton

Capton announced today that the premier New York Conference Center and Hotel, Doral Arrowwood has found value and increased operational efficiency using the Beverage Tracker solution.

Doral Arrowwood defines their mission as providing a memorable guest experience through impeccable service, creative culinary options, comfortable accommodations and superior meeting facilities, all at an excellent value. In the conference industry, their name alone stands for unsurpassed quality and service. The property is a luxury hotel operation that believes in attention to the smallest details.

At first glance, Doral Arrowwood might not seem the typical candidate for the Capton solution, since their beverage costs were pretty much in line with commonly accepted industry standards. It was management's determination to continually improve standards and operational efficiency, that led them to implement Beverage Tracker.

"We currently have the solution at one pub bar with the intention of moving forward into banquets and other venues," according to Mike Bullers, Beverage Manager at Doral Arrowwood. "I am very happy with the Capton system even after a few short months. Most valuable is the impression it sends to the bar staff and the sense of control I have over what is going on. It is an important and insightful tool for me because I don't have to be there 24/7 to manage it. It gives me an extra set of eyes. I can retrieve the data at my convenience, but still see precisely what is happening behind the bar."

"We were dedicated to results and determined to hit our target standards within a few weeks," according to James Gambardella, Director of Food & Beverage at Doral Arrowwood. "Our liquor costs were good to begin with, but we recognized the opportunity with Capton to do better and to provide our managers with a superior technology tool, and we have not been disappointed."

"I really enjoy my relationship with the Capton support team," added Bullers. "They are there for advice and for any issues that need solving. Our Squirrel POS interface was initially challenging, but they promised to work through the problems with us and provided a customized solution. It's nice to work with a company that can make a promise and keep it."

"Doral Arrowwood is a contemporary example of an extremely well-run hotel property deciding to pursue an ROI producing product to increase value in tough times," commented Scott Martiny, CEO of Capton. "They show that great operations can become even greater with the right tools."

ABOUT CAPTON

Headquartered in Northern California, Capton is the leading developer of RFID-based business control solutions for hospitality.

Capton solutions are installed in hotels, restaurants, nightclubs and bars, resorts, casinos, cruise lines, sports stadiums and many other types of hospitality venues across the United States and around the world. Capton products are marketed via a global sales and support network.

FOR MORE INFORMATION

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