



Great Wolf Resorts Names Gregory Kryder as New Chief Financial Officer

MADISON, Wisc.--(January 26, 2016)— [Great Wolf Resorts, Inc.](#) today announced Gregory Kryder is joining the indoor water park resort company as its new Chief Financial Officer (CFO), effective March 1, 2016. Kryder joins Great Wolf Resorts from Diageo North America, where he was CFO. Kryder brings with him an extensive background in corporate finance, financial management, strategic planning, commercial business partnering and change management, along with a deep appreciation for Great Wolf Resorts and its solid plan for brand growth.

"I couldn't be more thrilled to welcome Greg to Great Wolf Resorts where he will undoubtedly make an immediate impact. We are positioning the company for unprecedented growth throughout North America and internationally," said Rubén Rodriguez, chief executive officer of Great Wolf Resorts. "I am particularly impressed with Greg's ability to lead a financial function in a complex, industry-leading business, while maintaining an unrelenting focus on serving and advocating for his company's customers."

Commenting on his appointment, Kryder shared, "Great Wolf Resorts is a leader in family travel. I'm impressed by the team's dedication to providing memorable entertainment and outstanding service. I'm excited to join the executive team as the company is poised for tremendous growth under Rubén's leadership and I look forward to contributing to the company's exciting next phase."

Kryder will lead Great Wolf Resorts' financial operations, information services, legal and company procurement.

Kryder has more than 18 years of financial management experience. For the last 14 years he has held several leadership positions across key business units at Diageo plc, the world's largest producer of spirits and a major producer of beer and wine. Prior to joining Diageo plc, he worked for the global strategy consulting firm, Boston Consulting Group, which included spending 15 months based in Australia.

Kryder is a graduate of Purdue University, with a bachelor's degree in engineering. He also received two master's degrees in engineering and business administration from Stanford University.

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About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc.®, 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® brand. 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.; Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash.; Fitchburg, Mass., Charlotte, N.C.; Garden Grove, Calif. (opening in February 2016) and, Colorado Springs, Colo. (opening in November 2016).

Additional information may be found on the company's [online media center](#).

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