



FOR IMMEDIATE RELEASE
January 28, 2008

FOR INFORMATION CONTACT:
Joe Eck, Director of Sales and Marketing
(608) 253-9729 or joe@wildernessresort.com
Heidi Fendos, PR Counsel
(414) 778-0766 or heidi@fendospr.com

WILDERNESS TERRITORY MAKES ENERGY CONSERVATION A PRIORITY

WISCONSIN DELLS, Wis. —In an ongoing effort to protect our future resources, Wilderness Territory in Wisconsin Dells is making a conscious effort to reduce its energy consumption.

Owners have installed compact fluorescent lighting, low flow shower heads and low flow faucet aerators into all three of their properties – Wilderness Hotel & Golf Resort with 444 rooms, Wilderness on the Lake with 108 condominium units and Glacier Canyon Lodge with 448 condominium units - as well as all 40 of their Vacation Villas, 35 Cabins and 76 New Frontier Condominiums.

In addition, all Wilderness on the Lake and Glacier Canyon Lodge units operate on Hotel Room Energy Management system which utilizes door switches, infrared detectors and RF transmitters to control room temperature and cut energy costs.

According to Brian Purdy, director of maintenance for the Wilderness Resort properties, "The Hotel Room Energy Management system is a really great technological advancement that hotels can utilize to really help reduce their energy consumption," said Purdy.

The Territory's newest indoor waterpark, the Wild Waterdome, located at Wilderness Hotel & Golf Resort, is also reaffirming the owner's commitment to energy efficiency. Its state-of-the-art UV-Permeable Foil Tec roof saves approximately \$16,000 a month in gas and electric costs thanks to this special technology.

On days of extreme cold winter temperatures, when the demand for natural gas is at a peak, the Wilderness Territory voluntarily takes part in an energy conservation program adjusting all of its indoor waterpark thermostats to a temperate 82 degree and water to a comfortable 80 degrees to help ensure that all Dells area residents will have an ample and unconstrained supply of natural gas to heat their homes.

The Wilderness Territory also has a policy where they will wash a main resort guest's sheets on the third day of a guest's stay. Guests' staying in all of the Territory's other lodging options, including Wilderness on the Lake and Glacier Canyon Lodge units have their sheets washed on the 5th day of their stay. Guests can request additional washings if they desire.

The Wilderness Territory also invites resort guests to be part of the Wilderness' conservation effort by considering some simple practices of their own, such as reusing towels, taking shorter showers, or foregoing use of gas fireplaces in the guest rooms.

In 2006, The Wilderness on the Lake property was awarded the 2006 Governor's Award for Energy Efficiency.

With four indoor waterparks and three outdoor waterparks that total over 12 football fields of water fun, the Wilderness Territory is America's premier waterpark resort. The year-round resort features 443 guest rooms at its main resort, 40 Vacation Villas, 76 Frontier Condominiums, 35 Cabins & Retreats, 108 Wilderness on the Lake luxury units overlooking Lake Delton and 224 Glacier Canyon Lodge upscale units.

It is also home to Dodge 'Em City, a 30,000-square-foot indoor play park featuring Timberland Playhouse, the Dell's first maximum ballocity, three-story dry foam (think Nerf®) playhouse; an indoor rock climbing wall; The Wild Canyon Café, a family-style lobby restaurant; Field's at the Wilderness - Premier Steak House, a fine dining restaurant designed by Frank Lloyd Wright protégé James Dresser; Monk's Bar & Grill; and Sarento's Italian Restaurant & Pizzeria.

For more information on the resort or the *Wild Perks* frequent stay program, or for reservations, visit their Web site at www.wildernessresort.com or call 1-800-867-WILD.

#