



NEWS RELEASE

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RFID Technology from Texas Instruments and RF Code Brings Service and Safety to Guests at Steamboat Ski Resort

Simple Swipe of Hybrid Active/Passive RFID Wristbands Enable Real-Time Information

DALLAS, TX and MESA, AZ (April 5, 2005) – From the top of the mountain to Gondola Square, guests at the Steamboat Ski Area in Colorado are enjoying a new suite of services this season with the launch of the Steamboat MountainWatch guest and amenity locating system. Steamboat is the first ski area in the world to offer an RFID guest location product using SafeTzone’s Real-Time Guest and Amenity Locating System. The system combines passive and active radio frequency identification (RFID) tags from Texas Instruments and RF Code, respectively, and allows guests to better locate all members of their group on the mountain; to discover amenities and recommended routes; to receive information and notification on lift status, weather and special offers; and to communicate with others in their group through kiosk messaging, all with a simple swipe of the wristband locator.

“The Steamboat MountainWatch locator bracelets are an important part of creating a family friendly environment that offers our guests access to a range of information services and peace of mind to enjoy a day on the slopes with confidence,” said Andy Wirth, vice president of sales and marketing at Steamboat Ski & Resort Corporation.

Steamboat, one of the largest resorts in the Rocky Mountain region, is comprised of world-class terrain on six mountain peaks: Mount Werner, Sunshine Peak, Storm Peak, Thunderhead Peak, Pioneer Ridge® and Christie Peak. Nearly 3,000 acres (1176 hectares) of skiable terrain offer a diversity of trails for all ability levels.

With the Steamboat MountainWatch location package, which costs as low as \$25 for a family of four for a week's visit, each guest receives a Steamboat MountainWatch wristband, which combines a Texas Instruments 23mm passive, low frequency transponder and an RF Code Mantis(TM) series active RFID tag. The Steamboat MountainWatch product is offered free of charge to everyone under 16 years old who is enrolled in the Kids' Vacation Center, Steamboat Ski & Snowboard School and KVC Child Care.

The Steamboat MountainWatch wristband communicates information, including a person's location, via radio signals to a series of RFID readers and makes the information accessible through the half dozen Steamboat MountainWatch touch screen kiosks situated throughout the resort. RF Code's TAVIS(TM) data management software collects and consolidates data from the active RFID tags, while SafeTzone's patented Real-Time Location Module draws associations among the passive and active data to identify and locate each member of a group.

While the active tag communicates a person's location, the passive RF tag automatically identifies visitors as they approach the touch screen kiosks and scan their wristbands, linking them to onscreen icons marking the individual location of any member of their family or group within the resort and resort base. The instant, real-time location of group members and amenities enables new levels of visibility and safety for groups and families. The system's coverage includes Gondola Square and the entire base of the mountain up to the Christie II & III lifts. At the top of the mountain, coverage includes all restaurants inside and outside, and the bottom and top of each lift.

The Steamboat Ski & Resort Corporation is the most recent company to incorporate the SafeTzone Location Services package into an entertainment park. Other deployments of

the SafeTzone solution include Paramount's Great America (Santa Clara, CA), Wild Rivers Water Park (Irvine, CA), Dollywood's Splash Country (Pigeon Forge, TN), Wet 'n Wild (Las Vegas, NV) and the Wannado City entertainment complex (Ft. Lauderdale, FL).

For more information on TI's RFID technology solutions, please visit www.ti-rfid.com or call 1-888-937-6536 (North America) or 1-972-575-4364 (International). For more details regarding RF Code's data management software and active RFID solutions please visit www.rfcode.com or call 1-877-969-2828 (North America) or 1-480-325-4041 (International).

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About Texas Instruments

Texas Instruments is the world's largest integrated manufacturer of radio frequency identification (RFID) transponders and reader systems. Capitalizing on its competencies in high-volume semiconductor manufacturing and microelectronics packaging, TI is a visionary leader and at the forefront of establishing new markets and international standards for RFID applications. For more information, contact TI-RFid Systems at 1-888-937-6536 (North America) or +1 972-575-4364 (International), or visit the Web site at www.ti-rfid.com.

Texas Instruments Incorporated provides innovative DSP and analog technologies to meet our customers' real world signal processing requirements. In addition to Semiconductor, the company's businesses include Sensors & Controls, and Educational & Productivity Solutions. TI is headquartered in Dallas, Texas and has manufacturing, design or sales operations in more than 25 countries. Texas Instruments is traded on the New York Stock Exchange under the symbol TXN. More information is located on the World Wide Web at www.ti.com.

About RF Code Inc.

RF Code Inc. is a premier developer of Auto-ID data management software and manufacturer of active RFID technologies. Its award winning TAVIS™ software platform is a leading Auto-ID data management framework for data collection and distribution. Since 1997, the company has developed its high-performance, low cost Mantis™ active RFID systems for long-range wireless data communications that accurately manage and track physical assets, information and personnel. RF Code offers a complete Unified Monitoring System (UMS) comprised of RF tags, readers, antennas and

data management software. For more information, please visit www.rfcode.com or call 877-969-2828.

About SafeTzone Technologies Corporation

SafeTzone Technologies Corporation is the leading provider of interactive guest location services systems in family destinations. These systems include real-time locating of individuals, amenity location, facility navigation, cashless spending, attraction reservation and park information. SafeTzone is headquartered in Laguna Hills, Calif. The SafeTzone System is also available at theme park and shopping mall locations in Tennessee, Nevada, Florida, and California. Questions about SafeTzone may be directed to its Director of Corporate Sales at 1.949.855.8987.or to its website at www.safetzone.com.