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Napa Technology and The Los Angeles Staples Center Turn the Courts on Luxury Service

Levy Restaurants adds cutting edge technology and unique amenity to guests

November 8, 2010— Santa Clara, CA Napa Technology and the Levy Restaurant Group are getting competitive off the courts, by introducing innovative technology and a unique guest amenity to the Staples Center in Los Angeles. Joining the Boston Garden, Meadowlands Stadium, and Madison Square Garden in trend setting, Levy Restaurant Group introduced the WineStation dispensing and preservation system to bring luxury and convenience into their event space, while increasing revenues.

The WineStation® Kiosk is featured within a free standing lounge area on the Club Level at Staples Center, providing guests with an exclusive and unique self-serve wine tasting experience. Showcasing selections from Screaming Eagle to Cakebread, The WineStation provides guests the ability to sip, sample and savor wines they normally would not in sporting arena.

The WineStation, powered by the AccuServe Smartcard system, creates a new revenue stream with minimal staff operation. The Smartcard system also offers a loyalty program platform, as well as consumer product insights.

The Thermo-electric cooling system and 60 day preservation offered by the WineStation, offers an additional advantage to Levy Restaurants as they can now manage high price products with no risk over long periods of time.

“The addition of the WineStation will no doubt enhance the guest experience at the Staples

Center,” said Nick Moezidis, Vice President of Sales and Marketing and co-founder of Napa Technology. “As an avid sports fan and wine drinker, I am pleased to see arenas nationwide introducing engaging amenities for their guests, while adopting revenue generating business solutions.”

About Napa Technology

Napa Technology is the designer and manufacturer of WineStation®, an innovative Intelligent Dispensing Solution. WineStation® is a breakthrough product designed to drive revenues and maximize the profitability of each bottle. WineStation® has been adopted by the hospitality, entertainment, arena’s and food service industries as a new way to serve, preserve, increase sales and capitalize on available customer preference data.

About WineStation®

WineStation® is the first intelligence-based, automated, temperature-controlled wine dispensing and preservation system. The product delivers a “just opened” taste experience for up to 60 days once the bottle has been corked. Enhancing this technology, WineStation® reports the trends of popular bottles, sales reporting for both individual servers as well as individual customer preference. The result: good quality wine for the customer and higher profits for the business owner.

Napa Technology™, WineStation®, Clean-Pour™ , AccuServe™, Intelligent Dispensing System™ are registered trademarks of Napa Technology LLC.

About Staples Center

The Los Angeles Staples Center is the proud home of the NBA's Los Angeles Lakers and Los Angeles Clippers, the NHL's Los Angeles Kings and the WNBA's Los Angeles Sparks. In addition to the impressive schedule of sports and entertainment events, STAPLES Center continues to distinguish itself as the host of high-profile events of national and international distinction. The Staples center is located on 1111 S. Figueroa Street, Los Angeles, CA 90015

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