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Great Wolf Resorts Appoints Jay Markham as Chief Financial Officer

CHICAGO, IL – (July 15, 2025) — Great Wolf Resorts, Inc. has appointed Jay Markham as the company's next Chief Financial Officer. Markham brings more than 20 years of experience in strategic financial planning and operational leadership within the hospitality and financial services sectors and will oversee the company's Finance, Accounting, and Procurement functions. He will also serve as a key member of Great Wolf's executive leadership team, driving the company's business transformation and growth initiatives.

Markham has held multiple leadership roles during his tenure at Great Wolf Resorts, most recently serving as Senior Vice President of Finance where he led the company's Financial Planning & Analysis (FP&A) and Procurement functions.

Building on more than a decade of financial leadership within Great Wolf, Markham will move into the CFO role with a vision to drive profitable growth, elevate the guest experience and strengthen operational efficiency while guiding a world class finance and accounting team of more than 110 pack members. He will also play a critical role in driving the financial performance of five new Great Wolf Lodge locations that opened over the past 30 months, as well as serve as a key advisor for future development and strategic capital decisions.

"Jay's appointment to CFO is more than a reflection of his qualifications and experience. During his tenure with us, he has gained the trust and admiration of fellow Pack Members throughout the company, as well as with our external shareholders," said John Murphy, Chief Executive Officer of Great Wolf Resorts. "His financial acumen and deep understanding of our business will be essential as we continue to grow and provide a top-tier experience for our guests."

"I'm incredibly honored to step into the CFO role at a company that has supported my growth over the past 12-years," said Markham. "I've had the privilege of working alongside some of the most dedicated and talented people in the industry, and I look forward to supporting our teams as we continue to build upon our already proven track record of growth and innovation."

Before joining Great Wolf Resorts, Markham served as corporate controller at Golub Capital, a leading direct lender and private credit manager with over \$75 billion in capital under management. Prior to that, he worked for Ernst & Young LLP, most recently as a senior auditor.

Markham is a certified public accountant and holds degrees in Analytical Finance (B.S.) and Accountancy (MSA) from Wake Forest University. Markham lives in Wheaton, IL with his wife, son and daughter. In his spare time, he enjoys attending his kids' soccer and dance events as well as playing the occasional round of golf.

For more information on Great Wolf Resorts and its indoor water park resorts, visit www.greatwolf.com.

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About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc. owns and operates North America's largest family of indoor water park resorts. Great Wolf Lodge offers a fully integrated resort experience designed specifically for families, with an expansive indoor water park, family-friendly attractions, fun-filled entertainment, delectable eateries and more, all under one roof. The company has 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., Colorado Springs, Colo., Bloomington, Minn., LaGrange, Ga., Gurnee, Ill.; Scottsdale, Ariz.; Manteca, Calif. and Perryville, Md. The company celebrated the grand opening of new resorts in Webster, Texas in August 2024 and Naples, Fla. in Sept, 2024, and Mashantucket, Conn. in May 2025.