



RED LION®
HOTELS

February 15, 2006

Red Lion Hotels Corporation Names William "Bill" Heaney Vice President, Brand Development

Heaney to Direct Red Lion's Growth Campaign

SPOKANE, WA, February 15, 2006 – Red Lion Hotels Corporation (NYSE:RLH) today announced that Vice President, Sales, William "Bill" Heaney, has been promoted to the position of Vice President, Brand Development.

In his new position, Heaney will head and direct Red Lion's stated growth strategy of doubling the markets in which it has a presence. Initially, Heaney will focus on adding hotels in California, Arizona, Texas and Colorado to Red Lion's portfolio.

"The Red Lion brand has a lot of momentum and I'm excited to bring it to more owners, investors and markets," Heaney said.

After a national search, Red Lion Hotels Corporation decided that Mr. Heaney's extensive experience with the company, its existing franchisees and his broad knowledge of and experience in the hotel industry made him most qualified for the job. Heaney will report to John Taffin, Executive Vice President, Hotel Operations.

"In addition to directing outstanding performance as head of Sales, Bill has been very involved in the franchising side of our company during the past few months," said Arthur M. Coffey, President and Chief Executive Officer. "Bill's new position will be critical for us as we execute our growth strategy to expand the Red Lion brand into 100 markets over the next five years. I am confident that Bill will do a great job."

Mr. Heaney joined Red Lion Hotels Corporation as Vice President, Sales in 2004, when the company was operating under the name WestCoast Hospitality Corporation. He has more than two decades of hospitality experience having served as National Director of Sales & Marketing for Wyndham Hotels, Senior Vice President of Sales for Savoy Hotels & Resorts, Vice President of Sales for Meristar Hotels & Resorts and Senior Vice President Sales & Marketing at Boykin Hospitality.

About Red Lion Hotels Corporation

Red Lion Hotels Corporation is a hospitality and leisure company primarily engaged in the ownership, management, development and franchising of upper mid-scale, full service hotels under its Red Lion® brand. As of December 31, 2005 the RLH hotel network was comprised of 64 hotels located in 11 states and one Canadian province, with more than 11,330 rooms and 550,929 square feet of meeting space. The company also operates an entertainment and event ticket distribution business and a real estate business that develops, manages and brokers sales and leases of commercial real estate. The company is headquartered in Spokane, WA. For more information, please visit our website at www.redlion.com.

This press release contains forward-looking statements within the meaning of federal securities law, including statements concerning plans, objectives, goals, strategies, projections of future events or performance and underlying assumptions (many of which are based, in turn, upon further assumptions). The forward-looking statements in this press release are inherently subject to a variety of risks and uncertainties that could cause actual results to differ materially from those expressed. Such risks and uncertainties include, among others, economic cycles; international conflicts; changes in future demand and supply for hotel rooms; competitive conditions in the lodging industry; relationships with franchisees and properties; impact of government regulations; ability to obtain financing; changes in energy, healthcare, insurance and other operating expenses; ability to sell non-core assets; ability to locate lessees for rental property and managing and leasing properties owned by third parties; dependency upon the ability and experience of executive officers and ability to retain or replace such officers as well as other matters discussed in the company's annual report on Form 10-K for the 2004 fiscal year and in other documents filed by the company with the Securities and Exchange Commission.

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