



RED LION®
HOTELS

October 27, 2009

Red Lion Hotels Selects Newmarket International's Delphi® and MeetingBroker®

Implementation will support North American Groups and Meetings Sales Organization

Spokane, WA and Portsmouth, NH - October 26, 2009 - Newmarket International, Inc., the leader in sales and catering solutions for the hospitality industry, today announced Red Lion Hotels Corporation (NYSE: RLH) has implemented MeetingBroker as its lead distribution platform and standardized on Delphi for sales and catering management. Red Lion has made investments over the past few years to focus on aggressive sales growth. In order to achieve such growth, Red Lion realized the sales team required a common enterprise-wide technology solution they could access anytime, anywhere in order to drive revenue and improve efficiencies.

By standardizing on the MeetingBroker platform, Red Lion will leverage the hospitality industry's only lead distribution platform for the groups and meetings business. Red Lion will centralize the distribution of leads from its network of properties and public channels to improve its current conversion ratio and book more business. "MeetingBroker will be a paradigm shift for how we manage our groups and meetings business resulting in improved response times to inquiries," states Mark Mahoney, Red Lion Hotels Corporation Vice President of Sales. "In addition, the MeetingBroker platform provides access to new group business audiences via the many public channels connected to MeetingBroker."

Newmarket International will host Delphi in a multi-property environment built for Red Lion. The multi-property environment will deliver centralized reporting to Red Lion's executive management and drive consistency across the enterprise in how the groups and meetings business is managed at the property level. "The Delphi environment will streamline and automate our reporting consolidation efforts which will deliver an accurate view of our business and improved service to our customers," describes Mahoney.

Newmarket International consulted with Red Lion to understand its business challenges. "We worked with Mark and his team to identify areas of Red Lion's business where Newmarket solutions will drive significant business returns," stated Jeff Hiscox, President, Newmarket International. "Based on our analysis, we were able to deliver an on-demand solution to support sales growth and profitability goals."

About Newmarket International

Newmarket International, Inc. (<http://www.newmarketinc.com>) is the leader in delivering sales, group catering and event software solutions to the global hospitality and entertainment industries. Newmarket International's suite of business solutions can be found in hotels, casinos, restaurants, visitor bureaus, stadiums, meeting arenas and convention centers throughout the world. Newmarket International has over 19,000 installations in over 154 countries. Newmarket International is headquartered in Portsmouth, New Hampshire, with international offices in London, Shanghai and Singapore.

Newmarket, Delphi and MeetingBroker are registered trademarks of Newmarket International, Inc.

About Red Lion Hotels Corporation

Red Lion Hotels Corporation is a hospitality and leisure company primarily engaged in the ownership, operation and franchising of upscale and midscale hotels under its Red Lion® brand. As of June 30, 2009, the RLH hotel network was comprised of 46 hotels located in nine states and one Canadian province, with 8,803 rooms and 436,355 square feet of meeting space. The company also owns and operates an entertainment and event ticket distribution business. For more information, please visit the company's website at www.redlion.com.

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