



RED LION®
HOTELS

May 6, 2009

Red Lion Hotels and Horizon Air Go All Out for Travelers Between Portland and the Bay Area/Sacramento

Travelers Receive a \$100 Red Lion Stay Certificate and help the ASPCA

SPOKANE, WA, May 5, 2009 - Red Lion Hotels Corporation (NYSE: RLH) has partnered with Horizon Air to provide travelers flying on Horizon's 19 daily flights each way between Portland and the Bay Area/Sacramento with an incredible offer. Between May 17 and August 16, 2009, passengers will receive an onboard coupon that entitles them to a \$100 Red Lion stay certificate just for purchasing a "Red, the Lion" signature plush toy for \$5.00 and will donate \$2.00 to the ASPCA and another portion to support local animal shelters in the communities Red Lion serves. Additionally, their "Red, the Lion" purchase can be directed to Shriners Hospital for Children where it will be given to a child undergoing treatment.

"Red Lion Hotels and Horizon Air are both Pacific Northwest companies with common quality and customer service ethics. Serving many of the same markets and sharing a common customer base, we view this as a great opportunity to further our relationship with Horizon and make a big splash in conjunction with their Portland expansion." said Barry Hughes, SVP - Marketing and Distribution, at Red Lion Hotels. "And talk about a win-win-win; the Horizon traveler wins with substantial savings on a Red Lion stay, the ASPCA gets badly needed financial support, and "Red, the Lion" can put a smile on the face of hospitalized children." Hughes added.

Dan Russo, Horizon's VP of Marketing and Communication commented, "When we approached Red Lion with our request for "something big" to celebrate our Portland expansion, we had no idea they'd pull out all the stops. Providing our Portland - Bay Area/Sacramento passengers with such a liberal offer and at the same time being able to help such worthy causes really reinforces our relationship and mutual commitment to our customers."

This summer, Red Lion's smoking hot. To put the \$100 stay certificate to good use, here are just some of the things Red Lion's cooking up:

- 47 newly renovated full-service hotels across the West with cool pools and lots of family oriented activities.
- Fresh rooms with the Red Lion/Sealy signature Stay Comfortable bed, triple sheeting, granite and tile bathrooms, and as a bonus the real, genuine, and sincere service that Red Lion's famous for.
- New properties in Anaheim/Disneyland and Denver - two family vacation summer hot spots.
- Discounts and promotions that make summer travel affordable - see redlion.com for the latest offers and to sign-up for Super Sleeper Deal that provide even greater savings.
- Pets are always welcome at Red Lion. The newly launched "Pets Stay Free Program" is offered at all Red Lion properties. They even earn points in the Red Lion R&R Club loyalty program.

In conjunction with their expansion, Horizon Air is offering Portland passengers an upgraded travel experience including complimentary Starbucks coffee and the Wall Street Journal in the gate area for morning travelers, a Ghiradelli chocolate in addition to the existing snack service, and Alaska Airlines Mileage Plan members will also earn double miles on Portland - Bay Area/Sacramento flights between May 17 and July 31, 2009 with prior registration. Additionally, MVP Gold's, Alaska Airlines Mileage Plan's top tier customers, will be able to use the newly introduced "Gold Boarding Lanes."

Offer Details

Red Lion \$100 Stay Certificate

Passengers traveling on Horizon Air between Portland and the Bay Area will be provided with a uniquely coded one time use coupon inflight that entitles them to purchase one "Red, the Lion" for \$5.00 (plus tax, shipping, and handling) and receive a \$100 Red Lion stay certificate. The \$100 stay certificate may only be applied to stays booked on www.redlion.com. The stay

certificate is valid for use with any generally available non-qualified public rate (examples of exclusions include group, corporate, AAA, AARP, government, industry discounts, and permanent accounts.) Saturday arrivals require a minimum two night stay. Certificate is valid for accommodations, food and beverage at property-owned outlets, and incidentals charged to the room account. Any residual value after application of the \$100 stay certificate will be forfeited. Complete program rules, terms, and conditions, are available at redlion.com/horizon.

Alaska Airlines Mileage Plan Double Miles

All members of the Alaska Airlines Mileage Plan can earn Double Miles on Horizon flights between Portland and the Bay Area/Sacramento from May 17 to July 31, 2009. Prior registration is required before taking the first trip and can be done online at www.horizonair.com, where additional offer details are available.

More about Horizon, Red Lion and the ASPCA

Horizon serves 47 cities throughout Arizona, California, Oregon, Washington, Idaho, Montana, Nevada, Baja California Sur (Mexico), and British Columbia and Alberta (Canada). Together, Horizon Air and Alaska Airlines serve more than 90 cities and are subsidiaries of Alaska Air Group, Inc. (NYSE:ALK).

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 Dec. 31, 2008, the RLH hotel network was comprised of 47 hotels located in nine states and one Canadian province, with 8,910 rooms and 437,626 square feet of meeting space. For more information, please visit the company's website at www.redlion.com.

Founded in 1866, the ASPCA was the first humane organization established in the Americas, and today has more than one million supporters throughout North America. A 501^c(3) not-for-profit corporation, the ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States. For more information, please visit www.aspc.org.

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