



**RED LION®**  
HOTELS

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## Promotion Gives Meeting Planners Choice of Perks to Meet at Red Lion Hotels

**SPOKANE, WA (August 24, 2009)** - [Red Lion Hotels Corporation](#) (NYSE: RLH) today announced an innovative incentive promotion for meeting planners. The "Pick-a-Perk" Promotion offers meeting planners a selection of perks based on the number of room nights booked. In addition, all meeting planners booking new meetings will receive 50,000 Red Lion R&R Club points: 25,000 upon signing the contract, and 25,000 at the conclusion of the meeting. This is in addition to the Red Lion R&R Club meeting planner member points they would receive for every eligible dollar spent on the meeting.

"Meeting planners are facing pressure in contracting meetings, and finding additional value is more important than ever. By offering a selection of rewards and incentives, meeting planners can personalize their own incentive. This is no longer a one-size-fits-all marketplace and this promotion allows our hotels the tools to personalize each proposal to each meeting planner in order to earn their business," said Mark Mahoney, Vice President Sales of Red Lion Hotels Corporation.

Meeting Planners can choose from the following Pick-a-Perk list. The number of perks per meeting is based on the total room nights (up to five perks could be selected):

- No attrition fee
- No cancellation fee
- 1 per 35 complimentary rooms
- Three discounted staff rooms or five staff upgrades
- 15% off audio visual equipment
- Welcome amenity offered to meeting attendees which will benefit ASPCA
- 3% off master bill
- 50% off meeting room rental
- Where applicable, discounted parking for attendees
- Choose between:
  - Complimentary morning or afternoon break
  - Complimentary continental breakfast
  - Complimentary one hour wine and chef's choice hors d'oeuvre reception

Red Lion offers its signature Stay Comfortable® rooms as well as state-of-the-art meeting spaces with high-speed Internet access, and has recently added locations including Denver Southeast and Anaheim. "Red Lion's brand promise of Stay Comfortable means that we anticipate the needs of our guests and ensure that each and every meeting is a success," Mahoney continued. "We believe in our product and the personalized service we deliver and feel that the Pick-a-Perk promotion will allow meeting planners and guests the ability to experience our fine hotels and conference centers, and enjoy the enhancements we've made."

Meeting planners can redeem Red Lion R&R Club points for a wide variety of benefits and experiences from a rejuvenating spa service to a vacation in exotic locations or even a signature Red Lion Stay Comfortable® Bed by Sealy™. The generous bonus points will give the meeting planner and its organization the ability to achieve redemption levels quickly and experience the unique collection of partners.

Meetings must be booked by March 31, 2010 and take place by December 31, 2010. This promotion is available only at participating Red Lion Hotels. For more information on this promotion, visit [www.redlion.com/pickaperk](http://www.redlion.com/pickaperk).

### 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](http://www.redlion.com).

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