



**RED LION®**  
HOTELS

October 9, 2006

## **Red Lion Hotels and Alaska Airlines Tap Travelocity as Exclusive Distribution Partner for Innovative Fall Marketing Promotion**

### **Unique opportunity allows travelers to receive a 10% discount on an Alaska Airlines flight by booking a Red Lion Hotel stay at Travelocity**

Spokane, WA - October 9, 2006 - Red Lion Hotels, Alaska Airlines, and Travelocity® have joined forces to provide Travelocity's millions of customers with a unique offer for staying at a Red Lion Hotel this Fall.

Travelers who book a stay at any Red Lion Hotel on Travelocity from October 4, 2006, through December 4, 2006, will receive an electronic certificate code good for 10% savings on a future trip on either Alaska Airlines or its sister carrier, Horizon Air (see offer details below\*).

As an additional benefit for participants in GuestAwards, Red Lion's loyalty program, members can choose from either 2,000 GuestAwards points or 1,000 Alaska Airlines Mileage Plan Miles for qualifying Travelocity bookings made during the promotion.

"Having recently spent millions of dollars renovating our hotels, we see tremendous marketing value in working with Internet travel companies like Travelocity to make travelers aware of our product improvements and help us attract new customers to the Red Lion brand. I can think of no other marketing vehicle that allows us to deliver our brand message to a targeted audience at the moment of decision. We look forward to this collaborative promotion being well-received by both business and leisure travelers throughout the Western U.S.," said Barry Hughes, Red Lion Hotels Corporation Vice President, Marketing and Distribution. "In addition, because of our common demographics and complementary networks, partnering with Alaska Airlines provides new customer acquisition opportunities for both our companies, and leverages the strengths and visibility of two well known western brands."

Paul Nelson, Travelocity Senior Vice President, Partner Marketing, added, "We're thrilled to team up with Red Lion Hotels and Alaska Airlines on this offer. This is a great example of how we can help hotels and airlines differentiate themselves while offering distinct value to our customers."

For more information visit [www.travelocity.com/redlion](http://www.travelocity.com/redlion) anytime during the dates of the promotion.

### **About Red Lion Hotels Corporation**

Red Lion Hotels Corporation (NYSE:RLH) is a hospitality and leisure company primarily engaged in the ownership, operation and franchising of midscale and upscale, full service hotels under its Red Lion® brand. As of June 30, 2006 the RLH hotel network was comprised of 60 hotels located in nine states and one Canadian province, with 10,424 rooms and 509,537 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).

### **About Alaska Airlines**

Alaska Airlines and sister carrier, Horizon Air, together serve 88 cities through an expansive network throughout Alaska, the Lower 48, Canada and Mexico. For reservations visit [alaskaair.com](http://alaskaair.com). For more news and information, visit the Alaska Airlines/Horizon Air Newsroom at [alaskaair.com/newsroom](http://alaskaair.com/newsroom).

### **About Travelocity**

Travelocity is committed to being the traveler's champion - before, during and after the trip and guarantees everything about a customer's booking will be right. If it's not, Travelocity will work with its partners to make it right, right away. This customer-driven focus, backed by live 24/7 phone support, great prices and powerful shopping technology has made Travelocity the fifth largest travel agency in the U.S. - booking \$7.4 billion in travel worldwide in 2005. Based in Southlake, Texas, Travelocity also owns and operates Travelocity Business(SM) and GetThere for corporate travelers, lastminute.com, a leader in European online travel and ZUJI, a leader in Asia-Pacific online travel. Travelocity is owned by Sabre Holdings Corporation (NYSE:TSG),

a world leader in travel commerce.

**\*Offer Details:**

Customer must book a room at a Red Lion Hotel on Travelocity.com for 2 or more nights between October 4, 2006 and December 4, 2006 for stay dates between October 4, 2006 and March 31, 2007 in order to qualify for the Alaska Airlines e-certificate offer and GuestAwards promotion.

" Alaska e-certificate (10% discount value) is redeemable for travel dates between October 4, 2006 and March 31, 2007. The Alaska Airlines e-certificate must be booked by February 15, 2007 and some black out dates apply.

" 2,000 GuestAwards points or 1,000 Alaska Airlines Mileage Plan Miles are awarded for each member's stay at a Red Lion Hotel between October 4, 2006 and March 31, 2007. There is a maximum of 4,000 GuestAwards points and/or 2,000 Alaska Airlines Mileage Plan Miles awarded per member as part of this promotion.

" Complete offer details can be found at [www.travelocity.com/redlion](http://www.travelocity.com/redlion).

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