



**RED LION®**  
HOTELS

May 4, 2010

## **Red Lion Wraps up Participation in the ASPCA's Go Orange for Animals Month**

### **Local Animal Organizations Receive \$2,500 Donation**

Spokane, WA, May 4, 2010 - (Red Lion Hotels Corporation - NYSE: RLH) - Each year, the ASPCA® designates April as Prevention of Cruelty to Animals Month. Supporters across the country are urged to show support for the ASPCA's efforts by "Going Orange for Animals" in honor of the signing of the ASPCA's charter in 1866.

This year, in celebration of Go Orange for Animals month, Red Lion and the City of Spokane joined other notable U.S. landmarks such as the Empire State Building, Niagara Falls, Graceland and LAX Airport, in lighting the night sky orange. The Red Lion Hotel at the Park and the City's famous Pavilion, which dates back to the 1974 World's Fair hosted in Spokane, were lit up in vivid orange as a show of support for the fine work the ASPCA does advocating animal welfare.

Since teaming with the ASPCA in 2009, Red Lion Hotels Corporation and its associates have contributed time, money and resources to support the ASPCA's goal of rescuing animals from abuse, passing humane laws and sharing resources with shelters nationwide. During April, Red Lion provided an additional \$5.00 donation to local ASPCA-supported causes for each "Red, the Lion," the plush toy mascot the company sells to benefit the ASPCA, that were purchased by guests. Through this effort, Red Lion is pleased to announce that they will be presenting the local Spokane animal organizations with a check for \$2,500.

"We're so happy and proud to be working with Red Lion," said Dave Richardson, the Executive Director of the Spokane Humane Society. "Their conviction, which is demonstrated at both the corporate and individual level, demonstrates they truly are a company with a heart. Their efforts go so much further than just writing a check," Richardson added.

As a "pet friendly" company, in addition to supporting animal welfare initiatives, Red Lion has one of the industry's most liberal pet policies. Acceptable pets can stay free at any Red Lion provided that their parents/owners are members of the company's loyalty program, the Red Lion R&R Club. In addition, furry friends are able to earn R&R Club points themselves through their very own Red Lion R&R Club account. For more information on Red Lion's ASPCA association and pet friendly policies please visit [www.redlion.com/pets](http://www.redlion.com/pets).

### **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 December 31, 2009, the RLH hotel network was comprised of 45 hotels located in eight states and one Canadian province, with 8,671 rooms and 431,244 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).



Red Lion Hotel at the Park – Spokane, Washington Goes Orange for Animals