



RED LION®
HOTELS

October 22, 2009

Red Lion's Super Mega Miles Offer Allows Travelers to Earn an Incredible 25,000 Airline Miles This Winter

Stay Six Nights at Red Lion and Earn 25,000 Miles with Alaska, American, Delta, or Hawaiian Airlines

SPOKANE, WA (October 22, 2009) - This Winter, Red Lion Hotels Corporation (NYSE: RLH) is offering the richest and most flexible airline miles earning promotion in the history of the hotel industry. It's the simplest too. Travelers who stay a cumulative total of six nights at any of Red Lion's 45 hotels throughout the West between now and January 31, 2010 will receive 25,000 miles (enough for a free domestic ticket) in either Alaska Airlines Mileage Plan, American Airlines AAdvantage, Delta Airlines Sky Miles, or Hawaiian Airlines HawaiianMiles.

Here's how it works: First, travelers book their reservation on redlion.com at the Super Mega Miles rate; then, they enroll in Red Lion's loyalty program, the Red Lion R&R Club, and elect which airline they want to earn miles on and ensure that their Red Lion R&R Club membership number is entered in to each reservation they make. For the first five stayed nights, they'll receive 2,000 miles per night. On the sixth night, they'll earn the Super Mega Miles bonus of 15,000 miles for a total of 25,000 earned airline miles. Unlike some programs, no pre-registration is required.

"No, we're not insane. We're so sure that the frequent travelers this promotion is targeting will become Red Lion loyalists, we're putting our miles where our mouth is," said Barry Hughes, SVP Marketing and Distribution, for Red Lion Hotels. "It goes without saying that the economy has heightened competition in our industry - especially for the elusive corporate traveler. In order to break out of the clutter and attract new business travelers to our brand, we know we need to go big," added Hughes.

Red Lion hotels offer all of the amenities business travelers expect, including recently renovated guest rooms with ergonomic work areas, complimentary high speed Internet access, well equipped business centers and work out facilities, and restaurants. Quite simply, Red Lion's hotels provide environments conducive to getting business done.

Super Mega Miles runs through January 31, 2010 and all stays must be completed by that date. Travelers must be members of the Red Lion R&R Club and ensure their membership number is present in all reservations made in conjunction with the promotion. Reservations must be made via redlion.com at the Super Mega Miles rate. Airline miles earned are submitted by Red Lion to the designated earning airline within 30 days of check-out. Only one Super Mega Miles bonus will be awarded per Red Lion R&R Club account. For more information see redlion.com/megamiles.

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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