



RED LION®
HOTELS

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Red Lion Hotels Partners with TravelClick to Create Hyper-Local Web and Mobile Platforms

SPOKANE, Wash., Jan. 23, 2012 /PRNewswire/ -- Red Lion Hotels Corporation (NYSE: RLH) has partnered with TravelClick® to create industry leading web and mobile platforms for a dynamic and interactive travel research and booking experience that will forever change how guests interact with the brand online. TravelClick is renowned as an industry leader in designing and producing award-winning hotel websites. Each hotel property will have its own unique hyper-local online storefront with information tailored specifically to its region.

"Our hyper-local online experience will exploit the term 'concierge' on a whole new level," said Harry G. Sladich, Executive Vice President of Sales, Marketing & Distribution for Red Lion Hotels Corporation. "We aren't going to tell our customers where to have breakfast. We are going to tell them where everyone in town goes for the best breakfast. Our new web and mobile platforms will be all about giving our customers the inside scoop and enticing them to get out and enjoy and encounter. After all, discovery is what makes travel so much fun and Red Lion has been a part of these communities for decades."

Red Lion Hotels will leverage TravelClick's website design services to showcase each individual property's local personality through its own unique hyper-local online storefront. The resulting online experience will fuse mobile, social media and interactive map technologies. Once the web and mobile platforms have launched, TravelClick will serve as Red Lion's agency of record in all matters impacting search engine optimization (SEO), pay-per-click (PPC) and display marketing.

"TravelClick is excited to partner with a hotel company that wants to differentiate itself as Red Lion is doing with this investment. They are combining our architecture and navigation expertise with their local market and customer expertise to create something truly unique to win in today's battle for the hearts and minds of the online traveler," said Jason Ewell, Senior Vice President of eCommerce for TravelClick. "With the addition of our SEO and SEM solutions, Red Lion Hotels is positioning itself for a richer engagement with its customers."

"We look forward to releasing the new platform by fall of this year," said Sladich. "It's time that our online experience echoes the exhilaration and anticipation of travel."

About Red Lion Hotels Corporation:

Red Lion Hotels Corporation is a hospitality and leisure Company primarily engaged in the ownership, operation and franchising of midscale hotels under its Red Lion® brand. As of September 30, 2011, the RLH hotel network was comprised of 44 hotels located in eight states and one Canadian province, with 8,457 rooms and 424,387 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. Follow us on www.Twitter.com/RedLionHotels, www.Facebook.com/RedLionHotels, and www.redlionhotels.wordpress.com.

About TravelClick, Inc:

TravelClick (www.TravelClick.com) is the leading provider of revenue generating solutions for hoteliers across the globe. TravelClick offers hotels world-class reservation solutions, business intelligence products and comprehensive media and marketing solutions to help hotels grow their business. With local experts around the globe, we help more than 30,000 hotel clients in over 140 countries drive profitable room reservations through better revenue management decisions, proven reservation technology and innovative marketing. Since 1999, TravelClick has helped hotels leverage the web to effectively navigate the complex global distribution landscape. TravelClick has offices in New York, Atlanta, Chicago, Barcelona, London, Dubai, Hong Kong, Houston, Melbourne, Orlando, Shanghai, Singapore and Tokyo. Follow us on www.twitter.com/TravelClick and www.facebook.com/TravelClick.

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