



RED LION®
HOTELS

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Red Lion Hotels Appoints Richard Carlson Head of Lodging Development

New Position Supports Franchise Growth Objectives

Spokane, WA, March 9, 2010 - Red Lion Hotels Corporation (NYSE: RLH) announced the appointment of Richard P. Carlson as Vice President - Lodging Development. The newly created position is central to the company's plan for franchise growth in 2010 and beyond. Carlson will lead Red Lion's lodging development and franchise business in addition to overseeing existing franchisee relations.

Carlson brings a broad 20-year record of franchise, development, and capital investment experience, with an emphasis on the Western states where Red Lion is concentrating its franchising efforts. Most recently, he was Vice President at Summit Capital, where he worked with hotel owners, investors, banks and brands seeking financing, brokerage support and disposition expertise. Before that, Carlson was Vice President, Lodging Development for Marriott International, where he successfully helped develop their select service and extended stay brands. In that position he worked with hotel owners, brokers, consultants, architects and other professionals to increase Marriott's brand distribution in the Western Region.

"Rich's deep knowledge of the lodging industry will be of great value to Red Lion as we build our franchise infrastructure to expand the Red Lion network," said Jon Eliassen, Red Lion's President and Chief Executive Officer.

Carlson commented, "I am excited to join Red Lion as the company embarks on a new franchise-based growth strategy. With an opportunity to support high quality limited, select, and full service properties within the Red Lion brand, I am confident that we will draw a broader, more diverse group of hotel owners to the system."

Carlson joins Red Lion on March 15, 2010, and will report to George Schweitzer, Executive Vice President and Chief Operating Officer, Hotel Operations.

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.

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