



RLH Corporation Names Yvonne Choi Chief Brand Officer – Hotel RL

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Industry veteran to oversee marketing and branding of Hotel RL

DENVER, Nov. 28, 2017 (GLOBE NEWSWIRE) -- [RLH Corporation](#) (NYSE:RLH) today strengthened its brand marketing team with the addition of Yvonne Choi as Chief Brand Officer – Hotel RL.

Choi will be directly overseeing the development, branding and marketing of the Hotel RL brand. Hotel RL, the company's upscale boutique brand, is focused on providing authentic and creative experiences. At the heart of each property is The Living Stage, a platform for local musicians, poets, authors, artists, community leaders and activists to share their message live and up close.

Choi joins RLH Corporation from Cachet Hospitality Group, where she was Chief Marketing Officer for the past four years. Part of Cachet's founding team in 2013, Choi led all marketing and branding strategies, including launching and establishing the Cachet corporate brand, building its luxury brands internationally, and managing key relations with owners and developers. Choi also was responsible for closing Cachet's early deals, including Cachet Hotel Chengdu and Cachet Beach Cabo. Prior to Cachet, Choi held sales and marketing positions at SBE International and at the Corcoran Group, New York City's premier real estate marketing company.

"The Hotel RL brand plays a key role in the company's development plans. Hotel RL provides something unique in the space, from The Living Stage to unparalleled technology offerings to its individualized philanthropic initiative, Project Wake Up Call – the brand is designed for the modern traveler. Yvonne brings a wealth of experience developing award-winning brands and hotels. We are excited to have her on the team and know she will continue to bring innovation and unique ideas that Hotel RL is known for," said RLH Corporation President & CEO Greg Mount.

To learn more about franchising with RLH Corporation, visit franchise.rlhco.com.

About RLH Corporation

Red Lion Hotels Corporation is an innovative hotel company doing business as RLH Corporation and focuses on the franchising, management and ownership of upscale, midscale and economy hotels. The company focuses on maximizing return on invested capital for hotel owners across North America through relevant brands, industry-leading technology and forward-thinking services. For more information, please visit the company's website at www.rlhco.com.

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