



First Signature Hotel Set to Open in San Francisco

February 6, 2018

RLH Corporation Brings the Golden Era of Mid-Century Americana to the Golden Gate City

DENVER, Feb. 06, 2018 (GLOBE NEWSWIRE) -- [RLH Corporation](#) (NYSE:RLH) announced today the signing of the company's first Signature hotel since the brand's dynamic refresh was recently introduced. The San Francisco property will feature eye-catching and exuberant style that is grounded in today while evoking a simpler time.

Signature San Francisco will be in the SOMA district, and is being revitalized and repositioned from a dated hotel into a vibrant and bold boutique hotel experience through focused renovations to guestrooms and common areas. The property features 34 guest rooms, including two suites, and will be outfitted with mid-century modern furniture, fun textures and complementary design elements to craft a retro-modern feel with all the conveniences and comforts today's traveler has come to expect. Signature San Francisco will be located at 259 7th Avenue, just 3 blocks from Westfield Center and 5 blocks from Moscone Center, the city's popular convention center.

"Signature San Francisco is the ideal property for our first re-designed Signature hotel," said Amanda Marcello, Vice President of Brand Management for Signature at RLH Corporation. "With distinctive mid-century modern design, Signature's design intent and brand elements help a variety of assets gain modern style, market appeal and a differentiated brand identity, positioning properties to gain rate elasticity, increase revenues, garner customer attention and significantly improve return on invested capital for our hotel owners."

Signature San Francisco will be located at 259 7th Avenue, just 3 blocks from Westfield Center and 5 blocks from Moscone Center, the city's popular convention center. The hotel will feature Apple TVs, mobile check-in and mobile key solutions, giving travelers of this tech-focused city seamless access.

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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A photo accompanying this announcement is available at:

<http://www.globenewswire.com/NewsRoom/AttachmentNg/76e8af60-4b39-4a01-be00-78ee6f9e022f>

[Primary Logo](#)

Source: RLHC (Red Lion Hotels Corporation)