



RLH Corporation Launches Hello Rewards App for Over 1,100 Hotels

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Improved App Offers Seamless Functionality for Travelers and Hotel Owners

DENVER, March 08, 2018 (GLOBE NEWSWIRE) -- [RLH Corporation](#) (NYSE:RLH) announced today the improved Hello Rewards App featuring all of the company's hotels. As part of the evolution, the Hello Rewards App will include more convenient mobile keys for Hotel RL hotels, allowing guests to use their phone as their key and get into their room faster than any other solution.

Another unique feature, guests will have text capabilities for select properties with the ability to communicate directly to hotel staff during any phase of the stay, including before and after visiting the hotel. Additionally, guests can check in through the app at all Hotel RL locations, with rollout to Red Lion Hotels and Red Lion Inn & Suites hotels this spring so guests can get their vacation started faster.

"We built the Hello Rewards App with the modern traveler in mind," said RLH Corporation SVP and Chief Information Officer John Edwards. "The Hello Rewards App refresh puts more control in the hands of our guests, and is easier to implement for our franchisers than other solutions. As just one example, the Hello Rewards App works with multiple door lock manufacturers, letting our owners choose the solution that works best for their property."

To ensure a seamless travel experience for hotel guests, the Hello Rewards App is in sync with interactive screens, powered by InfoGlass, in select hotel lobbies, allowing guests to search and discover the local area in the lobby then take it with them on the go through the app.

Guests enrolled in Hello Rewards, the company's innovative guest recognition program, have an elevated customized experience with access to their account and stay credits in real time. All users will also have access to curated local recommendations to enhance their travel experience.

"Travelers can communicate with the hotel how and when they want, whether before, during or post their stay," added Edwards. "It's all about putting our guests in control. On site, the app can alert hotel staff of guest preferences, ensuring an individualized special visit at each hotel."

The enhanced Hello Rewards App can be downloaded from the [Apple AppStore](#) and [Google Play](#). To learn more about franchising with RLH Corporation, visit [franchise.rlhco.com](#). We don't wait for the future. We create it.

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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