



The Island by Hotel RL Opens in Fort Walton Beach, Florida

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RLH Corporation Debuts First Hotel RL Resort

DENVER, May 15, 2018 (GLOBE NEWSWIRE) -- [RLH Corporation](#) (NYSE:RLH) announced today the opening of The Island by Hotel RL, the first resort destination for the fast-growing upscale boutique brand. Part of an aggressive franchise expansion operation, this agreement marks the opening of the eighth Hotel RL with a robust pipeline of resort and urban destinations pending. Guests will enjoy fully renovated public spaces including multiple restaurants, lively bars and a market offering a selection of snacks, beverages and unique souvenirs. Newly designed guest rooms will debut in 2019.

"Hotel RLs are culturally immersive destinations and our vision has always been to bring that guest experience beyond our existing urban offerings into resort environments," RLH Corporation Chief Development Officer Paul Sacco said. "The Island by Hotel RL is a great addition to our RLH Corporation family, symbolic of our commitment to expanding the brand for leisure and business traveler enjoyment."

A staple on Okaloosa Island since 1966, the newly converted property will offer the Hotel RL signature experiences guests have come to expect while embracing the legacy of its locale. Located in the heart of Florida's Emerald Coast, the beachfront resort features 335 rooms, 14,000 square feet of event space with a penthouse ballroom, two swimming pools, a grotto with a swim-up bar, a beach bar, kids splash garden and a beachside coffee truck serving award-winning Victrola coffee.

This summer, along with unveiling its signature restaurant, Nineteen66 Southern Grill & Tap House, the resort will launch Hotel RL's first poolside Living Stage, providing local musicians, poets, authors, public speakers, artists and more with a community platform to showcase outdoor performances and live acts. Additional programming and amenities include fire pits, yoga on the lawn, art classes, dive-in movie nights and more.

"The resort has become a special place for our guests since 1966. I am thrilled and honored to continue my parent's vision of creating an iconic beachfront resort," said Tripp Tolbert, CEO of Tolbert Group, whose family originally developed and operated the resort. Tolbert recently partnered with Jay Odom, CEO of The Jay Odom Group, who added, "We look forward to aligning ourselves with RLH Corporation whose innovative ideas and guest management systems will mesh perfectly with our mission to maintain The Island as a landmark to generations of fun at the beach."

The Island by Hotel RL is located at 1500 Miracle Strip Pkwy SE, Fort Walton Beach, FL 32548.

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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