



Signature Hotel Brand Debuts in San Francisco

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Refreshed Signature brand features eye-catching and exuberant style that is grounded in today while evoking a simpler time

DENVER, July 11, 2018 (GLOBE NEWSWIRE) -- [RLH Corporation](#) (NYSE:RLH) today celebrated the grand opening of Signature San Francisco, the first Signature hotel since the brand's dynamic refresh was introduced last year. The hotel features 34 guest rooms, with two suites, and is 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.

"We are so excited to open the first refreshed Signature hotel in San Francisco," said Amanda Marcello, Senior Vice President of Brand Strategy at RLH Corporation. "Located in the heart of the SoMa district, Signature San Francisco was revitalized and repositioned from a dated hotel into a vibrant and bold boutique hotel experience through focused renovations to guestrooms and common areas."

"The Signature brand has brought new life to my property and I am already seeing an increase in the average nightly rate and amount of reservations," said Anil Patel, Signature San Francisco Owner. "The RLH Corporation team has been with me every step of the way and I am thrilled with the results. I cannot wait for our guests to experience the brand-new Signature!"

For a limited time, guests can use the promo code INTRO for free parking with a three-night minimum stay. The hotel features 52" HD TVs, high speed Wi-Fi, mobile check-in and mobile key solutions, giving travelers the modern convenience of seamless access. Located at 259 7th Street, Signature San Francisco is just 3 blocks from Westfield Center and 5 blocks from Moscone Center, the city's popular convention center.

"Pairing mid-century modern design with an approachable price-tag, Signature by RLH Corporation manages to capture the earnest mentality of a bygone era, bringing the golden age of travel to life through smart design and modern conveniences," said Marcello. "From retro touches to bold color blocking, modern day travelers can expect a vibrant and playful atmosphere with a touch of Americana nostalgia, creating a stay experience that is both comfortable and memorable."

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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