



RLH Corporation Presented 2018 American Web Design Award From Graphic Design USA

July 24, 2018

Franchiseeasy website recognized for unique creative and intuitive design

DENVER, July 24, 2018 (GLOBE NEWSWIRE) -- Graphic Design USA has awarded [RLH Corporation](#) (NYSE:RLH) a 2018 American Web Design Award for the website design of [franchiseeasy.com](#). Launched in December 2017, franchiseeasysm is a modern approach to hotel franchising that makes it easy for hotel owners to access professional tools, services and brands to take their business to the next level. Whether the owners want to use the Country Hearth brand or remain independent, the tools and services found at [franchiseeasy.com](#) will help.

"The recognition by Graphic Design USA validates all of the hard work and extra time we put into designing the new franchiseeasy website, breaking the hospitality industry norms and truly innovating each step of the way," said RLH Corporation Senior Vice President of Digital, Loyalty and Partnerships Leslee Torres. "We set out to modernize the franchising process for hoteliers and put a lot of thought into the website design and user experience from start to finish. I am extremely proud of the work the team and our agency, Adcetera, put into the website and look forward to continuing to build award winning designs for our current and future hotel owners and guests."

Since the launch, franchiseeasy has put the hotelier in charge. Beyond the core features, owners select only the services they need, and choose whether to keep their independent hotel name, establish a new one, or use the company's nationally recognized Country Hearth brand name and logo. The response to this program has been positive from current, potential and future owners with hotels quickly signing up and entering the system in as little as 30 days.

Each year, the American Web Design Awards from Graphic Design USA recognize the best in digital and UX design. The awards showcase the power of design to enhance websites and online communications. Graphic Design USA awards numerous winners in each category each year. A full list of winners is listed at [gdus.com](#).

To learn more about franchising with franchiseeasy, visit [franchiseeasy.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](#).

About Adcetera

Adcetera is a strategic creative agency based in Houston, Texas, with service lines specializing in branding, digital, motion, experience, and sales marketing capabilities. As a privately held, WBENC-certified advertising agency with a 35-year history of award-winning creative work, Adcetera imagines, creates, and executes strategic solutions that increase revenue, drive market share, and optimize communications efficiencies. For more information, visit [adcetera.com](#).

Social Media:

[www.Facebook.com/myhellorwards](#)

[www.Twitter.com/myhellorwards](#)

[www.Instagram.com/myhellorwards](#)

[www.Linkedin.com/company/rlhco](#)

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 Primary Logo

Source: RLHC (Red Lion Hotels Corporation)