



## RLH Corporation Debuts Streamlined Redlion.com

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### Mobile-first website simplifies booking process so guests can book a room in just three clicks

DENVER, Oct. 23, 2018 (GLOBE NEWSWIRE) -- [RLH Corporation](#) (NYSE:RLH) today debuted a completely innovative, fully redesigned and rebuilt website departed from the traditional hotel lodging sites that utilizes a cutting edge platform to create a mobile powerhouse where guests can book in as few as three clicks. The new redlion.com delivers a tailored and search-friendly experience with streamlined navigation and fast load speeds on any device making it easier to view hotel options, book from the road and get the trip started.

"We have simplified the booking process through the new redlion.com," said RLH Corporation Senior Vice President of Digital, Loyalty and Partnerships Leslee Torres. "We focused on building the most efficient reservation experience in the industry. Users of the new redlion.com can complete a reservation in as few as three clicks. The old saying 'Time is money' has never been more true and our new website promotes direct bookings and return visits by saving guests' time."

The new homepage is designed to make it easier for guests booking last minute or even from the road. Upon entering the site, the guest is immediately geolocated and a search is conducted for rooms available tonight. The nearest hotel rooms are displayed with the lowest available price, making it easy to choose the right hotel for them. Guests can also search the website by address, city or point of interest for those planning further in advance.

Upon selecting a hotel property and room, guests will be given the option to customize their stay with add-ons including early check-in, late check-out, breakfast, pets, parking, among others to ensure their stay has everything they need.

"We replaced complex rate codes with a simple process: select a room, then customize your stay," added Torres. "This gives guests the opportunity to pick and choose from a menu of options to make sure their stay is exactly what they need."

To learn more about franchising with RLH Corporation, visit [franchise.rlhco.com](http://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](http://www.rlhco.com).

### Social Media:

[www.Facebook.com/myhellorewards](http://www.Facebook.com/myhellorewards)

[www.Twitter.com/myhellorewards](http://www.Twitter.com/myhellorewards)

[www.Instagram.com/myhellorewards](http://www.Instagram.com/myhellorewards)

[www.Linkedin.com/company/rlhco](http://www.Linkedin.com/company/rlhco)

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Source: RLHC (Red Lion Hotels Corporation)