



RLH Corporation to Engage HEI Hotels and Resorts for Management of Hotel RL Baltimore

November 2, 2018

Company continues advancement of asset light strategy

DENVER, Nov. 02, 2018 (GLOBE NEWSWIRE) -- [RLH Corporation](#) (NYSE:RLH) announced today in a continued execution of its asset light strategy, the company has engaged [HEI Hotels and Resorts](#) (HEI) to provide management services at Hotel RL Baltimore. RLH Corporation will retain ownership of the hotel.

"By engaging HEI to manage Hotel RL Baltimore, we can focus our resources on our core franchise business and on continuing to execute our asset light strategy," said RLH Corporation Executive Vice President & COO Gary Sims. "Additionally, we are exploring the opportunity to move operations to a third-party manager for our few remaining owned and leased hotels that we are not expecting to sell in the short term."

HEI, headquartered in Norwalk, Conn., is a leading hospitality investment firm and management company that acquires, develops, owns and operates premium select-service, full-service, upper upscale and luxury independent hotels and resorts throughout the United States. As a management company, HEI is driven to consistently set a higher standard of excellence and ensure that its associates have the tools, training and support necessary to provide best in class results.

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.

Social Media:

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