



## **RLH Corporation Enhances Hello Rewards Guest Recognition Program**

January 10, 2019

### **Members to receive 10 Hello Bucks on every qualifying stay through updated program**

DENVER, Jan. 10, 2019 (GLOBE NEWSWIRE) -- [RLH Corporation](#) (NYSE:RLH) announced today that it is further enriching its innovative Hello Rewards guest recognition program with the introduction of a new digital currency: Hello Bucks. Unlike other loyalty program benefits, Hello Bucks was developed to reward all travelers staying at RLH Corporation hotels, not just the frequent traveler. Differentiated in the industry, the innovative Hello Bucks currency will instantly gratify Hello Rewards members with the compensation of 10 Hello Bucks for every qualifying stay at all participating RLH Corporation-branded hotels.

"With Hello Bucks, we set out to create a currency that rewards the average North American traveler who largely goes unnoticed by traditional point-based guest loyalty programs," said RLH Corporation Senior Vice President of Digital, Loyalty and Partnerships, Leslee Torres. "Each time a program member completes a qualifying stay at one of our almost 1,500 hotels, they receive Hello Bucks that can be applied toward savings on their next reservation or saved for a free night."

Hello Bucks work like cash with one Hello Buck equaling one Dollar (CAD or USD depending on the hotel). Guests can apply their Hello Bucks to their next reservation or save for a free night making this currency one of the simplest and most versatile currencies available from a hotel brand.

Hello Bucks is the latest innovation to the unique Hello Rewards program. Hello Rewards was the first guest recognition program to offer full program benefits, including discounted rates and stay credits, to members booking on Expedia. Members also receive exclusive member-only offers, room upgrades (when available) and Hello Perks – surprise extras like digital gift cards.

Hello Bucks can be redeemed through the new [redlion.com](#) and will be earned on qualifying stays at all Hotel RL, Red Lion Hotels, Red Lion Inn & Suites, Lexington Hotels, Signature Inn, GuestHouse, Knights Inn, Americas Best Value Inn and Canadas Best Value Inn hotels.

To learn more about Hello Bucks, visit [redlion.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:**

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

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

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

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Source: RLHC (Red Lion Hotels Corporation)