



**RED LION®**  
HOTELS

June 17, 2008

## **100,000 Reasons to Meet at Red Lion Hotels**

### **Red Lion Launches New Meeting Planner Incentive Promotion**

**SPOKANE, WA (June 17, 2008)** - Red Lion Hotels Corporation (NYSE: RLH) today announced a rewarding incentive promotion for meeting planners. The "100,000 Reasons to Meet" Meeting Planner Promotion offers Red Lion R&R Club Meeting Planners the opportunity to earn up to 100,000 bonus points in Red Lion R&R Club for meetings booked between June 16, 2008 and December 30, 2008 and consumed and paid for by December 30, 2008. Meeting Planners may earn as much as 100,000 bonus points depending on the number of meetings booked and consumed during the promotion.

"We have several new properties and have upgraded our hotels to include Red Lion's signature Stay Comfortable® rooms as well as state-of-the-art meeting spaces with free Internet access. Red Lion's brand promise of Stay Comfortable means that we anticipate the needs of our guests and ensure that each and every meeting is a success. We believe in our product and the personalized service we deliver to our guests and would like more people to experience our fine hotels and conference centers, and enjoy the enhancements we've made recently," said Mark Mahoney, Vice President Sales of Red Lion Hotels Corporation.

Meeting planners can redeem Red Lion R&R Club points for a wide variety of travel and retail benefits as well as experiences from a rejuvenating spa service to an experiential vacation or even a signature Red Lion Stay Comfortable Bed by Sealy™.

"Our success is a direct result of the support and efforts of each and every meeting planner. We want to thank them for their business and provide them with an incentive to try some of our other hotels and conference centers in the network, including our newest locations. We feel that by providing them with Red Lion R&R Club points, they can provide their companies and clients with valuable meeting upgrades and amenities," said Mahoney.

Here's how the promotion works: Meeting Planners, enrolled in the Red Lion R&R Club Meeting Planner Program, will earn points based on the number of new meetings booked (previously booked meetings are not eligible for this promotion). The first eligible meeting will earn a meeting planner 10,000 Red Lion R&R Club points, the third an additional 15,000 points, the fifth an additional 25,000 points and the seventh would earn an additional 50,000 points for a total of 100,000 points. Meeting planners will also earn three program points for each eligible dollar spent during the stay. The Meeting Planner must have a signed Group Contract with the hotel sales staff for a minimum of 10 guest rooms per night booked in conjunction with the meeting and the contract must include the amount of bonus points to be awarded for each meeting. Other restrictions apply. For details please visit [www.redlion.com/100000reasons](http://www.redlion.com/100000reasons) or call Red Lion Hotels National Sales Office toll-free at 877-737-9275.

#### **About Red Lion Hotels Corporation**

Red Lion Hotels Corporation is a hospitality and leisure company primarily engaged in the ownership, operation and franchising of upscale and midscale hotels under its Red Lion® brand. As of March 31, 2008 the RLH hotel network was comprised of 53 hotels located in nine states and one Canadian province, with 9,266 rooms and 441,640 square feet of meeting space. The company also owns and operates an entertainment and event ticket distribution business. For more information, please visit the company's website at [www.redlion.com](http://www.redlion.com).

#### **Contact:**

Leora Halpern Lanz  
Director, HVS Sales & Marketing Services  
516-248-8828, x278  
[llanz@hvs.com](mailto:llanz@hvs.com)