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PRESS RELEASE

Radisson Hotel Group Appoints Kristen Richter as Vice President of Revenue Optimization for the Americas

Radisson Hotel Group today announced the appointment of Kristen Richter as Vice President of Revenue Optimization in the Americas. In this role, Richter will drive the overall Revenue Optimization vision and strategies in the Americas, working closely with global partners to define new best practices. She will lead the Americas Revenue Optimization team, which includes Strategy, Revenue Optimization Services and Revenue Generation Systems Support. These teams play a critical role in driving and maximizing revenue through defining strategic initiatives, executing programs to increase market share performance and implementing Revenue Generation systems for franchised and managed hotels in the Americas.

“Kristen is a fantastic addition to our team and brings a wealth of knowledge to Radisson Hotel Group from her two decades of experience in hospitality revenue management,” said Charles McKee, Chief Commercial Officer, Americas, Radisson Hotel Group. “She will play a key role in our 5-year strategic plan by leading revenue initiatives and assessing goals that move the business forward in our efforts to become one of the top three hotel companies in the world.”

Prior to joining Radisson Hotel Group, Richter spent 11 years leading the global revenue management department for Wyndham Hotels & Resorts, where she oversaw all facets of revenue management. During her time heading the department, Richter led the re-engineering and re-launch of the franchise revenue management service program and directed the creation of the strategic promotions program. She has also held leadership positions at Hilton and Avis Budget Group, where she was responsible for driving top-line revenue for portfolios of hotels and car rental locations.

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ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group™ (formerly Carlson Rezidor Hotel Group) is one of the world's largest hotel groups with eight distinctive hotel brands, more than 1,400 hotels in operation and under development around the world. The Radisson Hotel Group portfolio includes Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel. Guests can benefit from the newly rebranded Radisson Rewards™ (formerly Club CarlsonSM), a global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners. Radisson Meetings™ offers a variety of fully-equipped meeting and event



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