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Red Robin Rewards Carolina Panthers' Victories with Tavern Double Tuesday

The Gourmet Burger Authority™ Partners with Carolina Panthers to Kick Off Football Season so Fans can Score Tasty Rewards

GREENWOOD VILLAGE, Colo., Aug. 27, 2014 /PRNewswire/ -- Red Robin Gourmet Burgers, Inc. (Red Robin) is ready for some football! This season, the Gourmet Burger Authority™ offers Carolina Panthers fans the chance to reap the benefits of their team's on-field successes. Whenever the Panthers trigger a Tavern Double Tuesday promotion, Red Robin® restaurants will serve up a **FREE* Red's Tavern Double™ burger with Bottomless Steak Fries®** with the purchase of two beverages and a burger, entree or entree salad. A Tavern Double Tuesday will be activated at all North and South Carolina Red Robin restaurants on Tuesdays following any Carolina Panthers victory.



"Red Robin continues to rewrite the dining playbook for Panthers fans with Tavern Double Tuesday," said Denny Marie Post, Red Robin's senior vice president and chief marketing officer. "We're excited to partner with the Carolina Panthers and offer local fans the chance to win signed memorabilia and tickets to see their favorite team play this season**." Fans,

root for a victory *and* a Tavern Double Tuesday every week!"

For Red Robin's most loyal guests, [Red Robin Royalty™](#) members will be automatically entered into a sweepstakes for the chance to win signed Panthers memorabilia and tickets to a game every time they purchase an appetizer or dessert during the regular season**. As an added bonus to fans, Thomas Davis, Carolina Panthers linebacker, will serve as a Red Robin Brand Ambassador throughout the season by engaging with consumers on social media and visiting local restaurants to surprise fans.

For more information about Red Robin's partnership with the Carolina Panthers and official rules, visit www.redrobin.com/panthers.

* Valid with purchase of two beverages and an entree; offer excludes Red's Big Tavern® and Styles. Valid only at participating Red Robin restaurants in North and South Carolina.

**No purchase necessary. Open to legal residents of North and South Carolina age 18 and up. Runs 8/6-12/15/14. Automatic entry available only at participating North and South Carolina Red Robin restaurant. See official rules for details and free entry method.

About Red Robin Gourmet Burgers, Inc. (NASDAQ: RRGB)

Red Robin Gourmet Burgers, Inc. (www.redrobin.com), a casual dining restaurant chain founded in 1969 that operates through its wholly-owned subsidiary, Red Robin International, Inc., is the Gourmet Burger Authority™, famous for serving more than two dozen craveable, high-quality burgers with Bottomless Steak Fries® in a fun environment welcoming to guests of all ages. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature Mad Mixology® Beverages. Red Robin offers a variety of options behind the bar, including its extensive selection of local and regional beers, and innovative adult beer shakes and cocktails, recently earning the restaurant the 2014 VIBE Vista Award for Best Beer Program in a Multi-Unit Chain Restaurant. There are more than 500 Red Robin restaurants across the United States and Canada, including Red Robin Burger Works® locations and those operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on Facebook and Twitter.



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