

July 13, 2009



Red Robin(R) Restaurants Help Families Focus on Child Safety with Child ID Kit Giveaways

Restaurants to Offer FREE Child ID Kits and Host Fundraiser to Support the National Center for Missing & Exploited Children's Child Safety Initiatives

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- This summer, Red Robin Gourmet Burgers, Inc. (Red Robin), in partnership with the National Center for Missing & Exploited Children(R) (NCMEC), is helping to increase awareness of child safety in communities across the country. Starting today, Monday, July 13, through Sunday, July 19, all participating* Red Robin(R) restaurants will give away FREE Child ID Kits to families with the purchase of a kids' menu item. In addition, Red Robin will donate 50 cents of every kids' meal sold between July 13 and 19 to NCMEC to support their child safety initiatives.

Child ID Kits can be a vital resource for parents who may be faced with the overwhelming situation of locating a missing or lost child. The ID Kit gives parents an easy way to document important information about their child such as physical characteristics, name, date of birth, fingerprints, sex, address and a current photograph. NCMEC strongly encourages families to complete an ID Kit and update the photographs of their children within the Kit every six months.

"Child ID Kits are a simple, yet effective method to help families maintain a current photograph and other descriptive details about their children, which can be one of the most important tools for law enforcement to use in the recovery of a missing child," said Ernie Allen, NCMEC president and CEO. "I would like to thank Red Robin for their generous support of our mission which helps us reach many more families across the country through our child safety initiatives."

Red Robin focuses its philanthropic support on local and national causes that promote the health, welfare and education of children, families and citizens in the communities it serves. Because Red Robin is all about kids and families, Red Robin aligned with NCMEC in 2006 because of both groups' steadfast commitment to child safety and has continued its partnership through the company's new restaurant openings and additional programs such as Red Robin's Kids Cook-Off.

"We are proud of our ongoing partnership with the National Center for Missing & Exploited Children and are honored to support the communities - and families - we serve through our ID Kit giveaways," said Eric Houseman, Red Robin president and chief operating officer. "We invite families to come to Red Robin to enjoy one of our more than two dozen high-quality

gourmet burgers and kids' meals, receive their free child ID Kit, and help us support the National Center for Missing & Exploited Children."

In addition to the free ID Kit giveaways at participating* Red Robin(R) restaurants, the Red Robin(R) restaurants located in Huntsville, Ala.; Memphis, Tenn.; Raleigh, N.C.; Austin, Texas and Tulsa, Okla. will be taking portraits of kids to use in their ID Kit from 2 to 4 p.m. on Saturday, July 18, to help families capture an up-to-date photo of their child for their ID Kit.

For more information about Red Robin and to find participating ID Kit restaurant locations, please visit www.redrobin.com and contact your local restaurant. Please visit www.missingkids.com for additional information about NCMEC.

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., has been serving up wholesome, fun, feel-good experiences in a kid- and family-friendly environment for the past 40 years. Red Robin, which was named one of Parents magazine's Ten Best Family Restaurants, is famous for serving more than two dozen insanely delicious(TM), high-quality gourmet burgers in a variety of recipes with Bottomless Steak Fries^(R), as well as salads, soups, appetizers, entrees, desserts, and signature Mad Mixology^(R) Beverages. There are more than 425 Red Robin^(R) restaurants located across the United States and Canada, including corporate-owned locations and those operated by franchisees.

About the National Center for Missing & Exploited Children(R) (NCMEC)

The National Center for Missing & Exploited Children is a 501(c)(3) nonprofit organization. Since it was established by Congress in 1984, the organization has operated the toll-free 24-hour national missing children's hotline which has handled more than 2,377,000 calls. It has assisted law enforcement in the recovery of more than 138,500 children. The organization's CyberTipline has handled more than 706,300 reports of child sexual exploitation and its Child Victim Identification Program has reviewed and analyzed more than 24,278,800 child pornography images and videos. The organization works in cooperation with the U.S. Department of Justice's office of Juvenile Justice and Delinquency Prevention. To learn more about NCMEC, call its toll-free, 24-hour hotline at 1-800-THE-LOST or visit its web site at www.missingkids.com.

*Participating Red Robin(R) restaurants include all U.S. corporate and select franchise-owned locations.

Source: Red Robin Gourmet Burgers, Inc.