

June 1, 2010



Red Robin Restaurants Provide Free Child ID Kits To Help Families Focus on Child Safety this Summer

Red Robin Continues Its Commitment to Child Safety with Fundraiser for the National Center for Missing & Exploited Children and Provides Key Information to Parents

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- From Tuesday, June 1 through Sunday, June 13, 2010, Red Robin Gourmet Burgers, Inc. (Red Robin) announced the company will be giving away free Child ID Kits with the purchase of a kids' menu item at participating* Red Robin restaurants. The company will also donate 50 cents of every kids' meal sold** during this time to the National Center for Missing & Exploited Children(R) (NCMEC) to fund the organization's child safety initiatives.

According to NCMEC, summer is an important time for parents to be vigilant about child safety because of the different activities their children are involved in this time of year. Red Robin partnered with NCMEC to provide the Child ID Kit, an important child safety tool, and child safety tips to help parents keep children safe. The promotion is part of Red Robin's ongoing commitment to child safety.

NCMEC also stresses the important of good communication between parents and children and offers a few tips for parents:

- Make sure children know their full names, address, telephone numbers, and how to use the telephone.
- Teach children what to do in an emergency and how to reach you or another trusted adult if they feel scared.
- Update their Child ID Kit. Summer is a great time to update the information and photo in your child's ID Kit, and mark your calendar to do so every 6 months.
- For more safety tips from NCMEC, visit:
<http://www.redrobin.com/newsitem.aspx?id=20>.

"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 search for a missing child," said Ernie Allen, President and CEO of NCMEC. "I would like to thank Red Robin for its generous support and continuing efforts to help us reach families throughout the U.S. with information that can help keep children safe."

The Child ID Kit contains information such as physical characteristics, name, date of birth, fingerprints, sex, address, and a current photograph. For more information on how to accurately complete a Child ID Kit, watch this video:

<http://www.youtube.com/user/RedRobinBurgers#p/a/u/0/zaxiWOrRMV0>.

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 of its shared commitment to families and child safety, Red Robin partnered with NCMEC in 2006 and has continued its partnership through the company's new restaurant openings and additional programs such as Red Robin's Kids Cook-Off.

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 dining experiences in a family-friendly environment for more than 40 years. Red Robin, the "Smiling Burger^(R)" expert, is famous for serving more than two dozen high-quality, Honest to Goodness^(R) gourmet burgers in a variety of recipes with Bottomless Steak Fries^(R), as well as salads, soups, appetizers, entrees and signature Bottomless Beverages^(TM). There are more than 430 Red Robin^(R) restaurants located across the United States and Canada, including corporate-owned locations and those operating under franchise agreements. Red Robin... YUMMM(TM)!

About the National Center for Missing & Exploited Children

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 2,475,300 calls. It has assisted law enforcement in the recovery of more than 151,300 children. The organization's CyberTipline has handled more than 878,200 reports of child sexual exploitation and its Child Victim Identification Program has reviewed and analyzed more than 34,233,800 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 website at www.missingkids.com.

Source: Red Robin Gourmet Burgers, Inc.