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Red Robin Brings Mediterranean Flair to Burger Lovers and Asks Them to "Answer the Call" with New YUMMM Commercial

Red Robin Launches New Television and Online Campaign with Limited Time Offers Through Fall

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- Continuing the success of its ongoing marketing campaign, Red Robin Gourmet Burgers, Inc. (Red Robin), today launched its latest 2010 national marketing initiative based on the casual dining chain's popular and memorable mnemonic, "Red Robin...YUMMM(TM)."

Created by Minneapolis-based Periscope, Red Robin's advertising agency of record, the campaign first launched in February of this year. The fall initiative, which includes television and online elements, was designed as a continuation of Red Robin's spring and summer campaigns, capitalizing on the positive momentum for the Red Robin brand heading into the fall months. The advertisements are intended to increase awareness for Red Robin's quality, variety and value, while promoting Red Robin's fall limited time offer (LTO) menu items, the Mt. Olympus Burger and Mediterranean Chicken Salad, each available for \$6.99.

"We've seen our guests respond favorably to the 'Red Robin...YUMMM' mnemonic," said Susan Lintonsmith, Red Robin chief marketing officer. "This campaign builds on the momentum of previous 'YUMMM' campaigns to keep Red Robin^(R) restaurants a top-of-mind choice for dining out this fall."

Red Robin's latest marketing campaign will appear online, including on sites like CafeMom and The Weather Channel; and on cable television, including E!, USA, TBS, Comedy Central and Food Network.

As part of the campaign, consumers will experience the popular "YUMMM" mnemonic through the following mediums:

- Airing through Sunday, Oct. 17, the TV ads feature a police captain arriving at a busy crime scene. Police have been unable to locate a fugitive, and the police captain successfully finds the suspect by yelling into a megaphone, "Red Robin," to which the fugitive pops out from a manhole and responds, "YUMMM."
- In synched display creative format, a Red Robin ad calls, through a thought bubble, "Red Robin," followed by a parody ad featuring what appears to be a Halloween advertisement with a jack-o-lantern answering with a corresponding "YUMMM."
- As an interactive component, online users can participate in the Conquer Mt. Olympus game by uploading a photo via webcam that will place the user in the banner ad with a realistic Mt. Olympus burger. Users can

share their photo creations through Facebook, Twitter or add the photo to the Red Robin Facebook gallery.

To motivate guests to enjoy more YUMMM, Red Robin created the following new LTO items available now through Sunday, Nov. 7, that highlight the variety in the Red Robin menu - craveable new options with a Mediterranean flair:

- Mt. Olympus Burger - An oregano-seasoned burger loaded with Red Robin's Creamy Spinach Artichoke & Spinach Dip, Feta cheese and crispy bacon. Served on rustic Ciabatta bread with fresh romaine lettuce, tomato slices and garlic mayo.
- Mediterranean Chicken Salad - Crisp romaine lettuce tossed with bright lemon-dill ranch dressing, then topped with an oregano-grilled chicken breast, crumbled Feta cheese, fresh cucumbers, black olives and diced tomatoes. Served with warm garlic focaccia bread.

For more information on Red Robin and to find a restaurant location near you, visit www.redrobin.com.

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 with Bottomless Steak Fries^(R), as well as a wide variety of salads, sandwiches, wraps, soups, appetizers, entrees and signature Bottomless Beverages^(TM). There are more than 440 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 Periscope

Periscope, the largest independent agency in the Twin Cities with offices in Minneapolis, Hong Kong and Delhi, has 240 employees and \$260 million in capitalized billings. Periscope's broad range of services includes Insight & Innovation, print and broadcast advertising, digital marketing, design, social media, direct marketing, brand advocacy, graphic services and media planning and buying. Periscope's diverse client roster includes leading local, national and international clients across a wide range of industries. For more information, visit www.periscope.com.

Source: Red Robin Gourmet Burgers