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Red Robin Celebrates the Holiday Season with Cupcakes

Back by popular demand, the gourmet burger chain also announces the return of the holiday-time favorite Gingerbread Shake and gift card bonus bucks

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- Red Robin Gourmet Burgers, Inc. (Red Robin) today announced the addition of cupcakes in three different flavors to its variety of offerings this holiday season. Known as the place where friends and families celebrate all of life's special occasions, Red Robin's new So Very Vanilla, ChocoLOT and signature Freckled Lemonade cupcakes are the perfect dessert for restaurant guests to enjoy at the restaurant or to take home. Order one for \$1.99 or three for \$5.29.

For another sweet treat, Red Robin also is offering its popular holiday-time beverage, the Gingerbread Shake, which is blended with tasty graham cracker crumbs and topped with a ginger snap cookie, only \$2.99 for the Classic size.

"We are proud to provide our guests with many choices while dining at Red Robin, including desserts," said Dave Woolley, executive chef of culinary development for Red Robin. "By introducing cupcakes and bringing back the seasonal taste of gingerbread into our restaurants, our guests have a lot to crave this holiday."

Additionally, in honor of the season of giving, Red Robin will offer \$5 Bonus Bucks with the purchase of every \$25 in Red Robin holiday gift cards for consumers to share with family, friends and co-workers. For every \$25 gift card purchased between Tuesday, Nov. 9 and Sunday, Dec. 26, guests will receive an additional \$5 in Bonus Bucks they can use at Red Robin after the holidays, from Friday, Jan. 1 - Monday, Feb. 28, 2011, to treat themselves to any of Red Robin's more than two dozen gourmet burgers, sandwiches, wraps, salads, and entrees.

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)!

Source: Red Robin Gourmet Burgers, Inc.