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Receive the Royal Treatment at Red Robin Restaurants Through New Frequency and Loyalty Card Program

Red Royalty loyalty program gives guests reasons to sing with Rockin' Red Royalty Giveaway offered in partnership with Coca-Cola and Live Nation Entertainment

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- Today, Red Robin Gourmet Burgers, Inc. (Red Robin) will roll out the red carpet for its new [Red Royalty](#) guest frequency and reward card program that goes unmatched against its casual-dining competition by providing guests with more than just discounts on food. Through Red Royalty, card holders will receive the royal treatment for dining at Red Robin throughout the year with various incentives and fun "Surprise & Delight" Rewards. Consumers can receive a Red Royalty card at any of the 316 participating U.S. Red Robin locations, and register it online at www.redrobin.com/redroyalty to receive their inaugural royal benefit - a free appetizer.

As the first Red Royalty "Surprise & Delight" of the year, Red Robin, in partnership with [Coca-Cola](#) and [Live Nation Worldwide, Inc.](#), today launched the Rockin' Red Royalty Giveaway. Now through Sunday, May 29, guests who use their registered Red Royalty cards while dining at any participating U.S. Red Robin(R) restaurant will be automatically entered into the Rockin' Red Royalty Giveaway for a chance to win free music downloads from Live Nation or the grand prize - an ultimate concert experience.

As the grand-prize winner, one lucky person will receive a trip for two to the Live Nation(R) concert of the winner's choice, including: roundtrip airfare for two, two concert tickets, hotel accommodations, a \$250 American Express gift card and limo transportation to and from the concert.

Red Royalty is an evolution of Red Robin's former eClub program, which kept more than 2 million members updated on various restaurant promotions and provided them with free or discounted dining offers, like its industry differentiating free birthday burger. Since the roll-out of the program earlier this year, more than 1.2 million consumers have become Red Royalty card holders. Through Red Royalty, Red Robin can target guests with messages most relevant to their individual dining preferences and habits.

"Our guests loved our previous eClub program because every member received a free burger on their birthday. The new Red Royalty program replaces our previous eClub program and not only offers a free birthday burger, but several other rewards to our guests throughout the year," said Susan Lintonsmith, Red Robin's chief marketing officer. "Red Royalty makes guests' dining experiences more enjoyable, and naturally, makes them feel like royalty each time they dine with us."

In addition to the "Surprise & Delight" rewards offered throughout the year, including the Rockin' Red Royalty Giveaway, other Red Royalty benefits include:

- A free appetizer upon registering your Red Royalty card
- One free Gourmet Burger during the month of your birthday
- Buy nine items and get the 10th free (mix or match Gourmet Burgers, full-sized salads, sandwiches or entrees)
- Dine at Red Robin five times in five consecutive weeks and receive \$20 off your sixth visit

To join Red Royalty, visit a participating U.S. Red Robin location and inquire within or visit www.redrobin.com/redroyalty to learn more.

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 award-winning "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 450 Red Robin^(R) restaurants located across the United States and Canada, including corporate-owned locations and those operating under franchise agreements. Red Robin... YUMMM^(R)!

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola^(R), recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including diet Coke^(R), Minute Maid^(R) and Georgia^(R) Coffee. Globally, The Coca-Cola Company is the number one provider of sparkling beverages, juices and juice drinks, and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at the rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, the Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where they operate. For additional information about the Company, please visit www.thecoca-colacompany.com.

Source: Red Robin Gourmet Burgers, Inc.