

May 27, 2011



Red Robin Appoints Tacoma, Wash.-area's Michael Morrison as its First-Ever Chief Burger Officer

Morrison chosen from more than 7,200 burger-loving contenders to be appointed to this honorary role for the gourmet burger chain

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- The search has ended! Red Robin Gourmet Burgers, Inc. (Red Robin) and its Chief Executive Officer, Steve Carley, have found their first-ever Chief Burger Officer (CBO) after an intense [search for the position](#) that took place in honor of National Hamburger Month in May. Today, Michael Morrison from Spanaway, Wash., was named the winning candidate to hold the honorary CBO title. Morrison's [stand-out application](#) was chosen from more than 7,200 burger-lovers who were vying to fill the inaugural CBO position.

Michael Morrison was appointed Red Robin's Chief Burger Officer on the NASDAQ Marketsite Tower this morning at 9:58 a.m. EST. (Photo: Business Wire)

"Being named Red Robin's first-ever Chief Burger Officer is a huge honor that gives me the platform to further proclaim my love for the restaurant as an official brand ambassador," said Morrison. "From my first Red Robin experience during a fundraising car wash in high school to my son's birth in a Red Robin parking lot, I have developed a passion for Red Robin that goes beyond the burgers and reaches to some of my life's most memorable moments."

In his role as CBO, Morrison will fly to Denver to visit Red Robin's headquarters and enjoy the executive perks that come with his new title, including a business lunch with Red Robin CEO Steve Carley and time in the Red Robin kitchen learning the art of the Smiling Burger with Red Robin's executive chef, Dave Woolley.

"Michael went above and beyond to prove he has what it takes to deserve the title of Red Robin Chief Burger Officer," said Carley. "Not only is Michael a burger aficionado with a 20-year track record of advocating Red Robin as the burger authority, but his love for Red Robin extends far beyond that of the average gourmet burger fan."

Throughout the application process, Morrison encouraged friends, family and fellow burger-lovers to vote for him to win via an array of social networking sites, including through his personal Facebook page as well as the Red Robin official [Facebook page](#). The extensive lobbying paid off, and while the CBO appointment was ultimately made by a team of Red Robin executives, Morrison received 6,899 votes, making him a standout candidate with the selection committee.

In addition to the trip to Red Robin's corporate headquarters, Morrison will also receive the

following as the inaugural CBO:

- His name, photo and new CBO title prominently displayed "in lights" on the NASDAQ stock exchange Marketsite Tower in New York City's Times Square; this happened this morning, Friday, May 27, at 9:58 a.m. EST
- An Apple(R) iPad2
- Red Robin burgers for a year*
- Red Robin swag, including: a personalized Red Robin chef coat and hat; corporate desk nameplate; Red Robin-branded pad folio and pen; an official "Job Offer Letter"; and other executive perks

Visit www.chiefburgerofficer.com or www.redrobin.com to learn more about the newly appointed Chief Burger Officer or to locate the Red Robin(R) restaurant nearest you.

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)!

*12, \$30 Red Robin gift cards

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6740856&lang=en>

Source: Red Robin Gourmet Burgers