

May 22, 2012



## **Launch Your Browser and Your Tastebuds: Red Robin's Fresh New Website Will Have Burger Lovers Craving YUMMM®**

**Redesigned website features mouth-watering imagery of Red Robin's burger creations and other craveable menu items while inviting Guest-created content and social networking**

GREENWOOD VILLAGE, Colo., May 22, 2012 /PRNewswire/ -- Red Robin Gourmet Burgers, Inc. (Red Robin) today announced the launch of its completely refreshed website [www.redrobin.com](http://www.redrobin.com). More than a simple facelift, the refresh virtually mirrors the Red Robin in-restaurant experience highlighting Red Robin's mouthwatering gourmet burgers and other craveable menu items. The new website also features significant enhancements to the Red Robin website user experience, with an overhaul of content organization and improved site navigation.

(Logo: <https://photos.prnewswire.com/prnh/20120522/NY11686LOGO> )

A major source of ideas for the website refresh was Red Robin fans themselves. Red Robin Guest feedback was incorporated into the design, including the new scrolling navigation and prominent placement for the Red Royalty™ loyalty program, and other Guest insights. Enhancements to the new site include:

- A home page that showcases hunger-inducing burger and other Red Robin food photography as well as offers, promotions and other brand news.
- The all-new Burger Hub, where Red Robin Guests can watch commercials, download content and interact with the Red Robin brand in ways they never could before.
- Beefed-up menu page that allows Guests to customize their Red Robin menu item of choice or upload photos of themselves enjoying Red Robin Yummm® in the restaurant.
- Fully interactive About Us pages that infuse infographics emphasizing Red Robin's culture, history, community programs and more.
- Integration with social websites to allow Guests to easily share content with their social networks.

"When we set out to redesign our website, in addition to reflecting the great Red Robin in-restaurant experience in an on-line environment, we wanted the great ideas from Red Robin fans to play a big role in the refresh," said Jennifer Rivas, Red Robin director of National Marketing. "We're extremely excited about giving our Guests a number of new ways to

directly engage with both the brand and each other, and we do so while maintaining the focus on our innovative gourmet burger lineup and other great food and beverage offerings."

### **Burger Hub**

The Burger Hub is a collection of all-things Unbridled and celebrates Red Robin's core value of having fun. The web is full of "crazy-loyal" Guests who write about, take pictures and capture video to document their love of the gourmet burgers that have made Red Robin famous for more than 40 years. The new Burger Hub is dedicated to scouring the web to uncover the best-of-the-best Red Robin content and housing it all in a central location that is easy accessible and shareable for Guests.

### **Guest-Generated Menu Pictures**

Guests now have an opportunity to upload a picture of themselves enjoying their favorite gourmet burger directly to the menu page, joining other Guest-generated images to create a virtual slideshow of Red Robin's menu. For those Guests looking to cover all of Red Robin's offerings, the uploading feature exists for each individual menu item from the chicken sandwiches to the malt shop shakes. Think of it as a scrapbook of craveability created by the Guests, for the Guests.

### **Social Integration**

Similar to how each Guest can customize their Red Robin gourmet burger to meet their individual preferences; social media interaction can vary greatly from person to person, so the redesigned website puts the power in the Guests' hands. Guests can now use their social network of choice – whether it's Facebook, Twitter or Google Plus – to share their favorite menu items from Red Robin with their social circles without ever leaving the menu page.

To experience the redesigned Red Robin Web site, and to find the nearest Red Robin® restaurant, please visit [www.redrobin.com](http://www.redrobin.com).

### **About Red Robin Gourmet Burgers, Inc. (NASDAQ: RRGB)**

Red Robin Gourmet Burgers, Inc. ([www.redrobin.com](http://www.redrobin.com)), a casual dining restaurant chain founded in 1969 that operates through its wholly-owned subsidiary, Red Robin International, Inc., is the gourmet burger expert, famous for serving more than two dozen craveable, high-quality burgers with Bottomless Steak Fries® in a fun environment welcoming to guests of all ages. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature Mad Mixology® Beverages. There are more than 460 Red Robin® restaurants located across the United States and Canada, including corporate-owned locations and those operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#) and [Twitter](#).

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