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Red Robin Selects Vitro as New Agency of Record

GREENWOOD VILLAGE, Colo., Jan. 15, 2013 /PRNewswire/ -- Red Robin Gourmet Burgers, Inc., (NASDAQ: RRGB), a casual dining restaurant chain focused on serving an innovative selection of high-quality gourmet burgers in a family-friendly atmosphere, today announced the selection of Vitro as its national creative agency of record.

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As the gourmet burger expert continues efforts to revitalize the Red Robin brand and execute its long-term strategic plan, the company sought an innovative, idea-centered and collaborative agency partner with the expertise to integrate a complete arsenal of marketing disciplines and channels. Vitro, which has offices in San Diego and New York City, was selected after a nationwide agency search that included a capabilities review and creative and media assignment. Vitro's roles with Red Robin will include strategic planning, creative development and execution and media planning.

"Vitro impressed us with their insurgent attitude, their top to bottom understanding of our business, and their track record of growing challenger brands," said Denny Marie Post, Red Robin's senior vice president and chief marketing officer. "They delivered a fresh perspective that will help us climb to the top of this incredibly competitive category."

"We always say brands should treat their product as their best marketing channel, which works perfectly because there isn't anyone in America making better burgers than Red Robin," said Vitro chief executive officer Tom Sullivan. "We've been blown away by the passion, dedication and insight of the Red Robin team and we can't wait to jump in and help tell their story."

To lead the agency search, Red Robin enlisted Janet Bustin of Mzyme Marketing, a Dallas-based consultancy that conducts agency reviews in the areas of integrated communications, advertising, media, promotion, digital and public relations. Mzyme clients include Fortune 500 and other companies across categories including food and beverage, restaurant, retail, entertainment and services.

Vitro joins a roster of Red Robin agency partners that includes Parsippany, N.J.-based Coyne PR, the company's national public relations agency of record, which was selected in early 2012.

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., 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 470 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](#).

About Vitro

VITRO (vitroagency.com <http://vitroagency.com>) is a bi-coastal creative agency that serves the role of creative architect and thought leadership partner for brands that want to challenge the status quo and steal share in their respective markets. Our agency philosophy is founded in a commitment to brand generosity, world domination and 21st century rock and roll. In addition to Red Robin Gourmet Burgers, Inc., VITRO's clients include ASICS America, Redbox Instant by Verizon, Nokia, Clarisonic, Aldo, Ralph Lauren, Jose Cuervo, and others. Offices are located in New York and California.

SOURCE Red Robin Gourmet Burgers, Inc.