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Red Robin Satisfies Guests' Inner Hero with a Burger Inspired by the "Hercules" Film and a FREE Movie Ticket Offer

America's Gourmet Burger Authority™ Partners with Paramount Pictures and Metro-Goldwyn-Mayer Pictures to Serve Up Action-Packed Flavor and Fun This Summer

GREENWOOD VILLAGE, Colo., June 9, 2014 /PRNewswire/ -- This summer, guests can conquer their appetites at Red Robin® restaurants thanks to an exciting partnership with Paramount Pictures and Metro-Goldwyn-Mayer Pictures' upcoming film "Hercules," in theatres July 25. In celebration, [Red Robin Gourmet Burgers, Inc.](#) (Red Robin) is offering guests a new burger of mythical proportions! Available now through Sept. 1, **The Colossus Burger** is a fire-grilled beef patty piled high with an unbeatable combination of finely chopped smoked brisket, provolone cheese, grilled onions, and Red Robin's Campfire and Triple S BBQ sauces served on a sesame seed bun.



Red Robin's latest Burgers & A Movie™ promotion provides guests with exciting offers.

Guests who purchase a \$25 limited edition "Hercules" gift card at participating Red Robin® restaurants and Kroger supermarket locations will receive a **FREE* movie ticket** to see the film when they enter their gift card code at www.redrobin.com/herculesmovie. These guests will then be entered into a sweepstakes for a chance to win a trip for two to Los Angeles, a tour of Paramount Pictures Studios and other great prizes. [Red Robin Royalty™](#) members receive double entry into the sweepstakes for every limited edition gift card purchased. Gift cards can be purchased at participating Red Robin restaurants nationwide now through Sept. 1, as well as participating Kroger supermarket locations through July 31. For full sweepstakes rules and how to enter without purchase, visit www.redrobin.com/herculesmovie.

"Red Robin's collaboration with this summer's blockbuster 'Hercules' film gives us an exciting chance to reach moviegoers through our high-value Burgers & A Movie program," said Denny Marie Post, Red Robin's senior vice president and chief marketing officer. "The limited-time Colossus Burger is an epic flavor combination, making Red Robin the perfect destination before or after seeing 'Hercules'."

"Hercules" stars Dwayne Johnson as both man and myth, leading a band of mercenaries to help end a bloody civil war in the land of Thrace and return the rightful king to his throne. A tormented soul from birth, Hercules has the strength of a God but feels the suffering of a human. Unimaginable villains will test the mythical power of Hercules in director Brett Ratner's gritty take on one of the most epic action heroes of the ages. The film also stars Ian McShane, Rufus Sewell, Joseph Fiennes, Peter Mullan, Aksel Hennie, Ingrid Berdal, Reece Ritchie, Tobias Santelmann, Rebecca Ferguson, Isaac Andrews and John Hurt.

"Hercules" is produced by Beau Flynn, Barry Levine and Brett Ratner. Based on Radical Comics' "Hercules" by Steve Moore, with a screenplay by Ryan J. Condal and Evan Spiliotopoulos. Directed by Brett Ratner.

Any guest who sees "Hercules" during opening weekend** and brings their ticket stub into participating restaurants from Monday, July 28 through Thursday, July 31, will receive \$3 off their visit.

The Gourmet Burger Authority™ is also offering two new beverages to pair with The Colossus Burger and "Hercules" sweepstakes. Following the success of last summer's Can-Crafted Cocktails™, a unique combination of beer and liquor served in a first-to-market, reusable beer can for 21-and-over guests, Red Robin is debuting two new flavors, including:

- **Wildbeer –y Can-Crafted™ Cocktail** – a berry-licious mix of Tito's Handmade Vodka®, Redd's® Strawberry Ale, Red Robin's strawberry-raspberry purée and Minute Maid® Lemonade; the Wildbeer-y is available in a collector's edition baseball and American flag-themed can
- **Beer 'Rita Can-Crafted™ Cocktail** – a refreshing combination of Sauza® Blue Silver 100% Agave Tequila, triple sec and Red Robin's house-made sweet & sour mix topped with a cold Coronita®

"Our new Wildbeer-y Can-Crafted Cocktail is served in a souvenir beer can featuring Red Robin's signature baseball American flag and is definitely a fun treat for our guests this

season," said Donna Ruch, Red Robin's master mixologist. "In true Red Robin style, we are continuing our focus on remixing American classics to bring innovative beverages to our adult guests that they can't find anywhere else."

Red Robin continues to embrace its heritage of innovative mixology and is offering two additional adult beverages, including:

- **Green Twist Tea** – a twist on a Long Island Iced Tea featuring Beefeater® gin, SVEDKA® Clementine vodka, BACARDI® Superior rum, triple sec and Red Robin's fresh, house-made sweet & sour with green tea and club soda
- **Orange Blitz** – an adults-only take on an orange and cream treat made with Pinnacle® Whipped® Vodka, orange juice, Sprite®, a burst of candied orange flavor, topped with whipped cream and a fresh orange wedge

For more information on the promotional partnership, sweepstakes, and summer menu items, or to find the restaurant location nearest 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., is the Gourmet Burger Authority™, 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. Red Robin offers a variety of options behind the bar, including its extensive selection of local and regional beers, and innovative adult beer shakes and cocktails, recently earning the restaurant the 2014 VIBE Vista Award for Best Beer Program in a Multi-Unit Chain Restaurant. There are nearly 500 Red Robin® restaurants across the United States and Canada, including Red Robin's Burger Works® locations and those operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#) and [Twitter](#).

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom, a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

About Metro-Goldwyn-Mayer

Metro-Goldwyn-Mayer is celebrating 90 years as a leader in the entertainment business and as an innovator in the industry. Today, MGM is an entertainment company focused on the production and distribution of film and television content globally. The company owns one of the world's deepest libraries of premium film and television content. In addition, MGM has investments in domestic and international television channels. For more information, visit www.mgm.com.

*Redeemable for a movie ticket up to a \$12 value

**Opening weekend includes July 25 through July 27. Open to US Residents only, must be 18 years or older. Void where prohibited.



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