

August 27, 2014



Red Robin Cheers on Arizona Cardinals' Defense with Tavern Double Tuesday

The Gourmet Burger Authority™ Partners with Arizona Cardinals to Kick Off Football Season so Fans can Score Tasty Rewards

GREENWOOD VILLAGE, Colo., Aug. 27, 2014 /PRNewswire/ -- Red Robin Gourmet Burgers, Inc. (Red Robin) is ready for some football! This season, the Gourmet Burger Authority™ offers Arizona Cardinals fans the chance to reap the benefits of their team's on-field successes. Whenever the Cardinals trigger a Tavern Double Tuesday promotion, Red Robin® restaurants will serve up a **FREE* Red's Tavern Double™ burger with Bottomless Steak Fries®** with the purchase of two beverages and a burger, entree or entree salad. A Tavern Double Tuesday will be activated at all Arizona Red Robin restaurants on Tuesdays following any Arizona Cardinals game in which the team records two or more sacks.



"Red Robin continues to rewrite the dining playbook for Cardinals fans with Tavern Double Tuesday," said Denny Marie Post, Red Robin's senior vice president and chief marketing officer. "We're excited to partner with the Arizona Cardinals for a second season and offer local fans the chance to win signed memorabilia and tickets to see their favorite team play

this season**. Fans, root for a victory *and* a Tavern Double Tuesday every week!"

For Red Robin's most loyal guests, [Red Robin Royalty™](#) members will be automatically entered into a sweepstakes for the chance to win signed Cardinals memorabilia and tickets to a game every time they purchase an appetizer or dessert during the regular season**. As an added bonus to fans, Cardinals linebacker Lorenzo Alexander will serve as a Red Robin Brand Ambassador throughout the season by engaging with consumers on social media and visiting local restaurants to surprise fans.

For more information about Red Robin's partnership with the Arizona Cardinals, and official rules, visit www.redrobin.com/cardinals.

* Valid with purchase of two beverages and an entree; offer excludes Red's Big Tavern® and Styles. Valid only at participating locations in Arizona.

**No purchase necessary. Open to legal residents of Arizona age 18 and up. Runs 8/6-12/15/14. Automatic entry available only at participating Arizona Red Robin restaurant locations. See official rules for details and free entry method.

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 more than 500 Red Robin restaurants across the United States and Canada, including Red Robin Burger Works® locations and those operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on Facebook and Twitter.



Photo - <https://photos.prnewswire.com/prnh/20140827/140526>

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

SOURCE Red Robin Gourmet Burgers, Inc.