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Red Robin Inspires Seattle Seahawks Offense with Tavern Double Tuesday

The Gourmet Burger Authority™ Partners with Seattle Seahawks 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 Seattle Seahawks fans the chance to reap the benefits of their team's on-field successes. Whenever the Seahawks 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 Washington and Oregon Red Robin restaurants on Tuesdays following any Seattle Seahawks game in which the team scores a touchdown from inside the red zone.



"Red Robin continues to rewrite the dining playbook for Seahawks 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 Seattle Seahawks 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!"

From Sept. 8 through Nov. 2, Red Robin will offer a limited edition, Seahawks-branded \$25 gift card. Guests who purchase this gift card at participating Red Robin restaurants will receive a \$5 bonus buck that can be redeemed between Jan. 1 and Feb. 28, 2015. For Red Robin's most loyal guests, [Red Robin Royalty™](#) members will be automatically entered into a sweepstakes for a chance to win signed Seahawks memorabilia and tickets to a game every time they purchase an appetizer or dessert during the regular season**.

As an added bonus to fans, Malcolm Smith, Seattle Seahawks linebacker, 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 Seattle Seahawks and official rules, visit www.redrobin.com/seahawks.

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

**No purchase necessary. Open to legal residents of Washington and Oregon age 18 and up. Runs 8/6-12/15/14. Automatic entry available only at participating Washington and Oregon Red Robin restaurants. 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.



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