

November 5, 2014



Red Robin Honors Military Members with Free Tavern Double Burger on Veterans Day

Red Robin Royalty™ Pays Tribute to Heroes with Launch of National Military Program

GREENWOOD VILLAGE, Colo., Nov. 5, 2014 /PRNewswire/ -- In honor of Veterans Day, [Red Robin Gourmet Burgers, Inc.](#) (Red Robin) will offer a **FREE Red's Tavern Double® burger with Bottomless Steak Fries®*** to all veterans and active duty military guests on Tuesday, Nov. 11, at participating restaurants. Additionally, Red Robin will continue to salute military members beyond Veterans Day and launch a national program for members of the Armed Forces and their families, featuring additional surprise and delight offers throughout the year on top of those they already receive for being a Red Robin Royalty member. Red Robin will also make a donation of \$10,000 to Wounded Warrior Project®.



"With the addition of the active and veteran military program through Red Robin Royalty, Red Robin is making a year-round commitment to giving back to the men and women who serve our country," said Denny Marie Post, Red Robin's senior vice president and chief marketing officer. "Along with offering the free Tavern Double burger with Bottomless Steak Fries on Veterans Day, we seek to help bring a smile to the faces of our service members as we say, 'thank you,' for all they do year-round."

Red Robin Treats Military like 'Royalty'

As part of its year-round commitment to giving back to those who serve their country, Red Robin has expanded its Red Robin Royalty rewards program with a **NEW** national military program. By signing up for Red Robin Royalty, veteran, retired, active duty and military

spouses can take advantage of exclusive offers redeemable at Red Robin restaurants throughout the year. Any service members who are currently enrolled in Red Robin Royalty can choose to opt-in to receive additional offers through their account at royalty.redrobin.com.

A Social Salute to Veterans

With a million reasons to love Red Robin, social media savvy guests who visit a Red Robin restaurant on Veterans Day are encouraged to show support by sharing photos of their experience via Facebook, Instagram and Twitter with the #RRVetsDay hashtag.

To learn more about Red Robin's Veterans Day offer, visit redrobin.com/veteransday. To sign up for Red Robin Royalty and become eligible to receive additional benefits from Red Robin throughout the year, visit royalty.redrobin.com.

* Bottomless Steak Fries only available at traditional Red Robin restaurants. Red Robin Burger Works restaurants do not offer free refills of steak fries.

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](#).

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

SOURCE Red Robin Gourmet Burgers, Inc.