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Red Robin Promotes Denny Marie Post to Executive Vice President and Chief Concept Officer, Appoints Lee Dolan Senior Vice President and Chief Marketing Officer

GREENWOOD VILLAGE, Colo., March 16, 2015 /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 promotion of Denny Marie Post to executive vice president and chief concept officer, and the appointment of Lee Dolan as senior vice president and chief marketing officer.



Ms. Post joined Red Robin in August 2011 as senior vice president and chief marketing officer. As executive vice president and chief concept officer – a newly created role at Red Robin – she oversees the company's Franchise Operations, Marketing, Menu Innovation & Implementation and Brand Transformation teams, and serves as president, RRGB

Restaurants Canada, Inc.

"Since joining the Red Robin team, Denny's leadership in the areas of marketing, food and beverage innovation, guest loyalty and brand transformation have been vital to driving our business results," said Steve Carley, Red Robin Gourmet Burgers, Inc. chief executive officer. "As executive vice president and chief concept officer, Denny will continue overseeing teams that are critical to building the Red Robin brand and strengthening our performance. Given her impressive track record to date, we believe that Denny's responsibilities will continue to grow and her leadership will remain key to our future success."

Mr. Dolan, in his role as senior vice president and chief marketing officer, will report to Ms. Post, and be responsible for driving all aspects of the company's guest engagement and optimizing the Red Robin brand in the casual dining industry. He will lead functional teams in the areas of menu innovation and implementation, customer relationship management, social media, brand positioning, pricing, promotions, and field marketing, as well as directing media strategy.

Mr. Dolan brings to Red Robin more than 25 years of marketing and sales experience in the consumer packaged goods and retail industries. Before joining Red Robin, Mr. Dolan served as vice president of Brand Marketing for outdoor recreation retailer Cabela's where, beginning in January 2013, he expanded the retailer's customer base with the outdoor industry award-winning "It's In Your Nature[®]" marketing campaign, while also building and strengthening the brand marketing organization. He previously held sales, marketing and distributor vice president roles throughout a highly successful 17-year career at MillerCoors and Coors Brewing Company that included achievements in brand management, field sales and sales development, as well as marketing and sales leadership for some of the brewers' top beer brands.

"I am excited about the opportunity to unite two of my life-long passions, burgers and brews," said Mr. Dolan. "The Red Robin brand is recognized and respected by everyone who enjoys great burgers and fun times. There are plenty of opportunities to engage with more guests and create even more Red Robin fans for life. I can't wait to get at it and be part of an outstanding Red Robin team."

He earned a Master of Business Administration degree in marketing and a Bachelor of Arts degree in political science from the University of Michigan in Ann Arbor, Mich.

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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