

October 5, 2009



## **Red Robin Restaurants Help Educate Families about the Importance of Fire Safety during National Fire Prevention Week, Oct. 5 - 10**

Restaurants to Offer FREE Fire Prevention Activity Book with Fire Safety Tips and Host Fundraiser to Benefit the National Fire Safety Council

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- In recognition of National Fire Prevention Week - Monday, Oct. 5 through Saturday, Oct. 10 - and seeing the importance of educating families and children to keep them safer, Red Robin Gourmet Burgers, Inc. (Red Robin) and the National Fire Safety Council, Inc. (NFSC) are urging parents and guardians to make fire safety and prevention a priority by distributing FREE Fire Prevention Activity Books to families at participating Red Robin(R) restaurants nationwide starting today, Oct. 5. The book includes family-friendly ways to discuss fire safety tips and the importance of having working smoke detectors and a fire escape plan. In addition, participating restaurants will donate 50 cents from every kid's meal sold during Fire Prevention Week to NFSC to support its fire safety initiatives.

Red Robin, long-known for its commitment to education and keeping families safer, is the first restaurant company ever to partner with NFSC on an in-restaurant public awareness and education fire safety program. Last year, 84 percent of all fire deaths occurred from home fires, and according to the U.S. Fire Administration, having a sound escape plan will greatly reduce fire deaths and protect a family's safety if a fire occurs. Educating families about fire safety and prevention - including creating a personalized fire escape plan, an activity included in the free Fire Prevention Activity Books - is the most important tool in the event of a fire.

"We appreciate the National Fire Safety Council's efforts to teach kids, families and citizens in the communities we serve about such an important issue," said Susan Lintonsmith, chief marketing officer for Red Robin Gourmet Burgers. "We're pleased to provide a wider platform for fire safety and prevention education to families through our efforts during National Fire Prevention Week at our restaurants across the U.S."

These fire facts from NFSC further illustrate the importance of knowing what to do in the event of a fire. The free Fire Prevention Activity Book, available Oct. 5 to 10 at participating Red Robin(R) restaurants, includes activities and checklists for families to address all of the below:

- Eighty percent of all fire deaths occur in the home where Americans spend over 50 percent of their time.

- A home can be consumed in flames in less than 5 minutes from when a fire starts.
- Almost two-thirds of reported home fire deaths from 2003 to 2006 resulted from fires in homes with no smoke alarms or no working smoke alarms; a working smoke alarm doubles your chances of surviving a fire.
- When smoke alarms fail to operate, it is usually because batteries are missing, disconnected or dead.
- Only approximately 23 percent of households have actually developed and practiced a home fire escape plan to ensure they could escape quickly and safely.

For more information about Red Robin and to find participating Fire Prevention Week restaurant locations, please visit [www.redrobin.com](http://www.redrobin.com) or contact your local restaurant.

#### About Red Robin Gourmet Burgers, Inc. (NASDAQ: RRGB)

Red Robin Gourmet Burgers, Inc. ([www.redrobin.com](http://www.redrobin.com)), a casual dining restaurant chain founded in 1969 that operates through its wholly-owned subsidiary, Red Robin International, Inc., has been serving up wholesome, fun, feel-good experiences in a kid- and family-friendly environment for the past 40 years. Red Robin, which was named one of Parents magazine's Ten Best Family Restaurants, is famous for serving more than two dozen insanely delicious(TM), high-quality gourmet burgers in a variety of recipes with Bottomless Steak Fries<sup>(R)</sup>, as well as salads, soups, appetizers, entrees, desserts, and signature Mad Mixology<sup>(R)</sup> Beverages. There are more than 425 Red Robin<sup>(R)</sup> restaurants located across the United States and Canada, including corporate-owned locations and those operated by franchisees.

\*Participating Red Robin<sup>(R)</sup> restaurants include all U.S. corporate and select franchise-owned locations.

Source: Red Robin Gourmet Burgers