

May 2, 2011



Red Robin Chief Executive Officer, Steve Carley, Seeks Restaurant's First-Ever Chief Burger Officer in Honor of National Hamburger Month in May

Candidates asked to share their love for Red Robin's gourmet burgers and secure recommendations from their social networks for a chance to win the Chief Burger Officer title

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- In honor of National Hamburger Month, Red Robin Gourmet Burgers, Inc. (Red Robin) and its chief executive officer, Steve Carley, are seeking the restaurant's [first-ever Chief Burger Officer \(CBO\)](#). If you have what it takes to compete against the more than 1,629 candidates already vying for the CBO title, showcase your credentials at www.chiefburgerofficer.com.

Now through May 15, interested candidates can showcase their burger brilliance and undying love for Red Robin's gourmet burgers by submitting their credentials for the Chief Burger Officer position at www.chiefburgerofficer.com. Applicants will be judged on their creativity in answering questions like, "What will be your first recommendation to Red Robin as CBO?" and "Describe your favorite Red Robin burger experience." Candidates are encouraged to campaign for themselves as Red Robin's CBO through their robust social networks and posting fun videos and photos to their application page to encourage votes for the job. More than 400 videos and photos and nearly 14,000 recommendations from friends, family and fans have been posted so far.

"Since May is National Hamburger Month, it's the perfect time for us to celebrate the YUMMM in gourmet burgers," said Carley. "Red Robin has been the gourmet burger expert for more than 40 years, and we're now inviting our loyal guests and biggest burger fans to tell us what makes them the top gourmet burger guru. Our hundreds of candidates so far have impressed me with their Red Robin knowledge and passion for burgers. It's going to be a tough decision selecting just one applicant for the inaugural Red Robin Chief Burger Officer title."

Ultimately, Steve Carley and Red Robin corporate office team members will select the most-deserving CBO applicant as the winner, and will announce him/her on Friday, May 27 - the day before National Burger Day and Memorial Day weekend - the official kick off to the burger grilling season.

The appointed CBO will receive:

- A trip for two to Denver, Colo. - Red Robin's corporate headquarters - complete with executive-style perks
- A business lunch with CEO, Steve Carley

- Time in the Red Robin kitchen with Red Robin's executive chef to learn just how Red Robin makes those Smiling Burgers taste oh-so good
- Their name, photo and new CBO title prominently displayed "in lights" on the NASDAQ stock exchange Marketsite Tower in New York City's Times Square
- An Apple(R) iPad2
- Red Robin burgers for a year*
- Red Robin swag, including: a personalized Red Robin chef coat and hat; corporate desk nameplate; Red Robin-branded pad folio and pen; an official "Job Offer Letter"; and other executive perks

Visit www.chiefburgerofficer.com or www.redrobin.com to learn more about Red Robin's quest to find its first-ever Chief Burger Officer and to locate the Red Robin(R) restaurant nearest you.

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., has been serving up wholesome, fun dining experiences in a family-friendly environment for more than 40 years. Red Robin, the award-winning "Smiling Burger^(R)" expert, is famous for serving more than two dozen high-quality, Honest to Goodness^(R) gourmet burgers with Bottomless Steak Fries^(R), as well as a wide variety of salads, sandwiches, wraps, soups, appetizers, entrees and signature Bottomless Beverages^(TM). There are more than 450 Red Robin^(R) restaurants located across the United States and Canada, including corporate-owned locations and those operating under franchise agreements. Red Robin... YUMMM^(R)!

*12, \$30 Red Robin gift cards

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6705143&lang=en>

Source: Red Robin Gourmet Burgers, Inc.