

June 4, 2013



Red Robin Gourmet Burgers to Launch Promotional Partnership for The Wolverine

America's Gourmet Burger Expert Unleashes Blockbuster Fun with Everything from New Burgers to Exciting Offers for Fans, All Inspired by the Upcoming Film

GREENWOOD VILLAGE, Colo., June 4, 2013 /PRNewswire/ -- [Red Robin](#) today announced its action-packed kick-off to summer in conjunction with Twentieth Century Fox to get guests excited about the much-anticipated summer event movie, *The Wolverine*, in theaters July 26. The collaboration allows movie fans of all ages to experience the world of *The Wolverine* in a unique way, remixing the classic American passion for superheroes with epic offers that take "Dinner and a Movie" to a whole new level.

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

From now through June 30, guests can go "berserk" at Red Robin with a special Dinner and a Movie offer. Guests that purchase a \$25 limited edition *The Wolverine* gift card at participating Red Robin® restaurants will receive a free movie ticket to see the film when they enter their gift card code at www.redrobin.com/movietix. Guests will then be entered into a sweepstakes for a chance to win a trip for two to Japan for the "ultimate Wolverine experience" and other great prizes, such as Visa gift cards, signed movie posters and framed prints provided by Twentieth Century Fox. Red Robin Royalty™ members receive double entry into the sweepstakes for every limited edition gift card purchased.

To inspire moviegoers, Red Robin will reward any guest who sees *The Wolverine* during opening weekend* and brings their ticket stub into participating restaurants from Monday, July 29 to Thursday, August 1 with \$3 off their visit.

"Red Robin is thrilled to be collaborating with Twentieth Century Fox to promote the upcoming blockbuster, *The Wolverine*, and we know our loyal guests and avid moviegoers will enjoy all that we have in store for them this summer," said Denny Marie Post, Red Robin's senior vice president and chief marketing officer. "As the gourmet burger expert, we are particularly excited to unveil our Wolverine-inspired burgers, sure to pack as much punch as the action-packed thriller!"

Red Robin's innovative and craveable take on one of the motion picture powerhouse's most iconic characters, Wolverine, resulted in two daringly delicious gourmet burger offerings that guests can get their claws on:

- **The Berserker Burger™** – Inspired by everyone's favorite anti-hero, this burger packs an explosive punch of flavor! The Berserker Burger features a fire-grilled burger

topped with zesty aioli, spicy pickles, Sriracha onion straws and Cheddar cheese on a brioche bun. This bold burger has Wolverine claw marks in the bun and is served with Bottomless Steak Fries®.

- **Red's Tavern Double™ featuring NEW Kuzuri Style**— Guests can feed their inner Wolverine with this exotic, Asian-inspired Tavern Double style with samurai slaw, ginger garlic wonton strips, and cilantro.

"We're excited that Red Robin collaborated with *The Wolverine* for their first-ever entertainment promotional partnership," said Zachary Eller, Senior Vice President, Marketing Partnerships & Promotions at Twentieth Century Fox. "Our goal is to energize moviegoers, and Red Robin's theater adjacent locations will be pushing fans into multiplexes everywhere."

In addition to the new burgers and *The Wolverine* sweepstakes, the gourmet burger expert is offering other new seasonal beverages this summer, including:

- **Sparkling Melonade** – A seasonal twist on Red Robin's signature Freckled Lemonade, guests can sip in the summer with this new Bottomless blend of fresh watermelon, Minute Maid® Lemonade and Sprite®!
- **Tropical Watermelon Punch** – A tropical treat for guests 21-and-over, this summer cocktail is mixed with Malibu® coconut rum and Grand Marnier® shaken with fresh muddled watermelon, citrus & pineapple juices, and grenadine, and topped with shaved coconut and fresh watermelon.

This summer, there's no better way to spend an evening than enjoying a burger at Red Robin and seeing a great film like *The Wolverine*. For more information on the promotional partnership, sweepstakes, summer items or to find the restaurant location nearest you, visit www.redrobin.com.

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 expert, famous for serving more than two dozen craveable, high-quality burgers with Bottomless Steak Fries® in a fun environment. Red Robin's award-winning burgers have earned the title of Best Burger in the full service category in the Zagat Fast Food Survey four years in a row. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature Mad Mixology® Beverages. There currently are 475 Red Robin locations across the United States and Canada, including 337 company-owned Red Robin® restaurants and five Red Robin's Burger Works® locations, and 133 Red Robin® restaurants operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#) and [Twitter](#).

ABOUT THE WOLVERINE

The Wolverine is presented by Twentieth Century Fox, in association with Marvel Entertainment. Based on the celebrated comic book arc, this epic action-adventure takes Wolverine (Hugh Jackman), the most iconic character of the X-Men universe, to modern day Japan. Out of his depth in an unknown world, he will face a host of unexpected and deadly opponents in a life-or-death battle that will leave him forever changed. Vulnerable for the

first time and pushed to his physical and emotional limits, he confronts not only lethal samurai steel but also his inner struggle against his own immortality.

ABOUT 20TH CENTURY FOX

One of the world's largest producers and distributors of motion pictures, 20th Century Fox produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of 20TH Century Fox: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox International Productions, and Twentieth Century Fox Animation.

*Opening weekend includes July 26 through July 28. Open to US Residents only, must be 18 years or older. Void where prohibited.

SOURCE Red Robin Gourmet Burgers, Inc.