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## Red Robin Appoints John Schaufelberger Vice President of Brand Marketing

GREENWOOD VILLAGE, Colo., Sept. 17, 2013 /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 appointment of John Schaufelberger as vice president of Brand Marketing. Schaufelberger will be responsible for overseeing Red Robin's advertising, media, national promotions, communications and in-store merchandising.

(Photo: <https://photos.prnewswire.com/prnh/20130917/NY81346> )

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

Schaufelberger brings to Red Robin more than 20 years of national and international experience in development and execution of brand marketing strategy, programming and media planning, R&D innovation and new concept development.

"John is a tremendous addition to the Red Robin team as we continue to transform Red Robin into an industry-leading casual dining brand," said Denny Marie Post, Red Robin senior vice president and chief marketing officer. "His leadership experience in marketing, both in the U.S. and overseas and in both quick service and casual dining, make John an ideal fit for the Red robin team today and into the future."

Before joining Red Robin, Schaufelberger served as vice president of Marketing Communications for Applebee's where he served as the most senior marketing communications leader and contributed to same store sales growth by establishing an integrated marketing calendar, programming and media plans to support the launch of new brand positioning. He previously served as senior vice president of Marketing and communications for Burger King in Europe, the Middle East and Africa, leading the region-wide marketing team and helping the brand achieve strong increases in same store sales and traffic. His extensive restaurant industry experience includes product marketing, culinary and innovation with the Burger King brand in the U.S. as well as internationally. Prior to Burger King, John also led the marketing efforts for Arby's Restaurant Association, and began his career at Foote, Cone and Belding Advertising working in various roles on the Taco Bell account.

Schaufelberger earned a Master of Business Administration degree in marketing from Mercer University in Atlanta, Ga., and a Bachelor of Science degree in business from the Miami University in Oxford, Ohio.

**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., is the gourmet burger expert, 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. There are more than 470 Red Robin® restaurants located across the United States and Canada, including corporate-owned locations and those operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#) and [Twitter](#).

SOURCE Red Robin Gourmet Burgers, Inc.