

November 10, 2014



## Red Robin Brings Exciting Offers to Fans of The Hobbit: The Battle of the Five Armies

### The Gourmet Burger Authority™ Gives Guests the Opportunity to Receive a Free Movie Ticket to the Film

GREENWOOD VILLAGE, Colo., Nov. 10, 2014 /PRNewswire/ -- This holiday season, guests at Red Robin Gourmet Burgers, Inc. (Red Robin) and fans of the much anticipated *The Hobbit: The Battle of the Five Armies* can celebrate the December 17 release of the film with a special Red Robin Burgers & A Movie™ promotion.



Guests who purchase a \$25 gift card at participating restaurants will also receive a **FREE\*** movie ticket to see the film when they enter their gift card code at [www.redrobin.com/TheHobbitMovie](http://www.redrobin.com/TheHobbitMovie). For more information, visit [www.redrobin.com/TheHobbitMovie](http://www.redrobin.com/TheHobbitMovie).

"Here at Red Robin, Burgers & a Movie make the perfect pair," said Denny Marie Post, Red Robin's senior vice president and chief marketing officer. "In the spirit of the holiday season, those who give will also receive when they purchase *The Hobbit*-themed \$25 gift card with the free movie ticket offer."

Finding the perfect gift for someone special can be stressful, but this holiday season Red Robin makes it easy for guests with seasonal gift cards to spread the holiday cheer Red Robin style — and receive an extra treat for themselves with a \$5 bonus buck reward. Red Robin is offering a variety of in-restaurant and online gift card options for the burger lovers on everyone's shopping list. Any holiday gift cards purchased with a value between \$25 and \$45 will receive a \$5 bonus buck reward for each gift card. Guests will also receive the \$5

bonus buck reward with the purchase of a holiday gift card value pack consisting of three \$10 gift cards. Bonus buck reward cards can only be redeemed between Jan. 1 and Feb. 28, 2015.

For more information on the holiday gift card promotions or to find the Red Robin restaurant location nearest you, visit [www.redrobin.com](http://www.redrobin.com). To sign up for the Red Robin Royalty™ loyalty program to receive special offers throughout the year, visit [royalty.redrobin.com](http://royalty.redrobin.com).

\*Up to \$12 value.

### **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 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.

### **About *The Hobbit: The Battle of the Five Armies***

New Line Cinema and Metro-Goldwyn-Mayer Pictures Present a Wingnut Films Production, *The Hobbit: The Battle of the Five Armies*. A production of New Line Cinema and Metro-Goldwyn-Mayer Pictures (MGM), with New Line managing production, the will be released worldwide on December 17, 2014, with select international territories releasing on December 10, 2014. Warner Bros. Pictures is handling worldwide theatrical distribution, with select international territories as well as all international television distribution being handled by MGM. [www.thehobbit.com](http://www.thehobbit.com)

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