

March 1, 2010



## **Red Robin Gourmet Burgers Continues Kentucky Expansion with Opening of Florence Restaurant**

Red Robin to Give Away FREE Child ID Kits and Donate 50 Cents from Every Gourmet Burger Sold During Grand Opening Week to the National Center for Missing & Exploited Children

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- Red Robin Gourmet Burgers, Inc. (Red Robin) - known as the gourmet burger expert that offers craveable, high-quality menu items for families and burger-lovers alike since 1969 - will open a new Red Robin<sup>(R)</sup> restaurant in Florence, located at 7250 Houston Road, on the corner of Houston Road and KY 18, on Monday, March 8, at 11 a.m.

To celebrate Red Robin's grand opening and demonstrate its ongoing commitment to the Florence community, the new restaurant has partnered with the National Center for Missing & Exploited Children (NCMEC) to host a Burgers With A Heart<sup>(R)</sup> fundraiser during grand opening week from March 8 to 14. Red Robin will donate 50 cents from every gourmet burger sold during this time to NCMEC to support its child safety initiatives. In addition, because Red Robin is all about families, Red Robin will give away Child ID Kits for FREE\* during grand opening week. According to NCMEC, child ID Kits are a simple, yet effective method in helping parents and guardians maintain a current photograph and other descriptive details about their children.

"We look forward to serving even more craveable gourmet burgers in Kentucky, while also continuing to support child safety efforts in Florence through our Child ID Kit program," said Eric Houseman, Red Robin president and chief operating officer. "We invite everyone to come to Red Robin to enjoy one of our more than two dozen gourmet burgers, learn more about child safety, and help us support the National Center for Missing & Exploited Children during grand opening week."

The 5,928-square-foot Florence Red Robin<sup>(R)</sup> restaurant will seat 200 guests and offers:

- A welcoming and fun restaurant experience
- High-quality menu items, including signature gourmet burgers, entrees, salads and beverages made from fresh, Honest to Goodness<sup>(R)</sup> ingredients that are customizable to fit our guests taste and dietary preferences
- Signature Bottomless Steak Fries<sup>(R)</sup> and Beverages, which means free refills, as well as Limited Time Offer (LTO) menu items
- A dedicated kids' menu for guests under age 10, which includes healthier fruit and vegetable side options, along with balloons, coloring pages and crayons, and a game area
- Detailed allergen information that is easy to understand
- A unique Unbridled culture that inspires Red Robin team members to

- consistently put guests' needs first and perform random acts of kindness for others
- Community-focused programs that promote the health, welfare and education of children, families and citizens in the community

For more information about Red Robin and to find additional restaurant locations, please visit [www.redrobin.com](http://www.redrobin.com).

#### 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 dining experiences in a family-friendly environment for more than 40 years. Red Robin, the "Smiling Burger<sup>(R)</sup>" expert, is famous for serving more than two dozen high-quality, Honest to Goodness<sup>(R)</sup> gourmet burgers in a variety of recipes with Bottomless Steak Fries<sup>(R)</sup>, as well as salads, soups, appetizers, entrees and signature Bottomless Beverages<sup>(TM)</sup>. There are more than 430 Red Robin<sup>(R)</sup> restaurants located across the United States and Canada, including corporate-owned locations and those operating under franchise agreements. Red Robin... YUMMM(TM)!

#### About the National Center for Missing & Exploited Children

The National Center for Missing & Exploited Children is a 501(c)(3) nonprofit organization. Since it was established by Congress in 1984, the organization has operated the toll-free 24-hour national missing children's hotline which has handled more than 2,447,000 calls. It has assisted law enforcement in the recovery of more than 148,400 children. The organization's CyberTipline has handled more than 793,980 reports of child sexual exploitation and its Child Victim Identification Program has reviewed and analyzed more than 31,206,750 pornography images and videos. The organization works in cooperation with the U.S. Department of Justice's office of Juvenile Justice and Delinquency Prevention. To learn more about NCMEC, call its toll-free, 24-hour hotline at 1-800-THE-LOST or visit its Web site at [www.missingkids.com](http://www.missingkids.com).

\*ID Kits available while supplies last.

Source: Red Robin Gourmet Burgers, Inc.