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Red Robin connects with restaurant guests through qtags™ text promotion

Text messaging program allows guests to 'opt-in' to VIP club.

HOUSTON (Sept. 20, 2006) – Select franchised Red Robin® restaurants in Texas are using qtags' text-messaging system to reward guests and involve them in upcoming promotions.

Beginning today, Red Robin guests in Texas who use their mobile phones to text "rrmarqe" to 78247 (q-t-a-g-s) will receive a text reply welcoming them as a new Red Robin VIP, with instructions for redeeming a \$5 voucher that can be used on their next visit. Guests will also receive future updates from Red Robin about promotions and news via the qtags' text message service.

The VIP program is being promoted at five Texas Red Robin® restaurants - Westchase, Marq*E and The Woodlands in the Houston area, and Grapevine and Hurst near Dallas – via advertising and in-store displays.

"Text messaging through qtags™ is a fun, easy way to connect with our loyal guests who want to hear from us outside of the restaurant," said Tim Moore, vice president of operations for Cowboy Red, a franchisee of Red Robin Gourmet Burgers, Inc. "It not only will enable us to reward guests, but also communicate upcoming specials and promotions more effectively."

"Our guests are increasingly on the go and interested in real-time information," said Moore. "qtags allows us to communicate quickly and easily with those guests who opt-in wanting to learn more about Red Robin."



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Sarah Darlington, vice president of business development for qtags, says a text-messaging program such as the one Red Robin is using can be developed quickly and cost-effectively.

“We can set up a unique qtag in a matter of minutes, and through our partner, Brandmovers, develop a micro Web site with a specific URL that consumers can visit for more information,” she explained. “The cost is minimal and you’re reaching customers who truly desire to learn more about your company.”

The reply text to guests who opt-in to the Red Robin VIP promotion includes a link to a Brandmovers-developed microsite at <http://redrobin.brandmovers.net>. Guests can collect their voucher at the site and also sign up for e-mail notifications, if desired. For further mobility, the microsite is designed to be viewed on a cellular phone web browser.

About qtags

The qtags text-messaging system has been used by some of the world's leading brands, including Popeyes Chicken & Biscuits, HP, Applebees, FYE and Rip Curl USA. The company currently offers qtags in the United States and Canada and service is expanding to areas such as Europe, Asia and the Caribbean. For more information on how this innovative marketing concept works, visit the company blog at www.allaboutqtags.typepad.com the inbox retrieval site at www.qtags.com or the advertiser’s information site at www.qtagsforadvertisers.com

About Cowboy Red

Cowboy Red (www.redrobin.com), based in Houston, is a privately-held franchisee of Red Robin Gourmet Burgers, Inc. The franchise was founded in 1999 by Robert Reynolds. The company currently owns and operates five Red Robin® restaurants in Texas including two in Houston, and one restaurant in Grapevine, Hurst and Shenandoah.