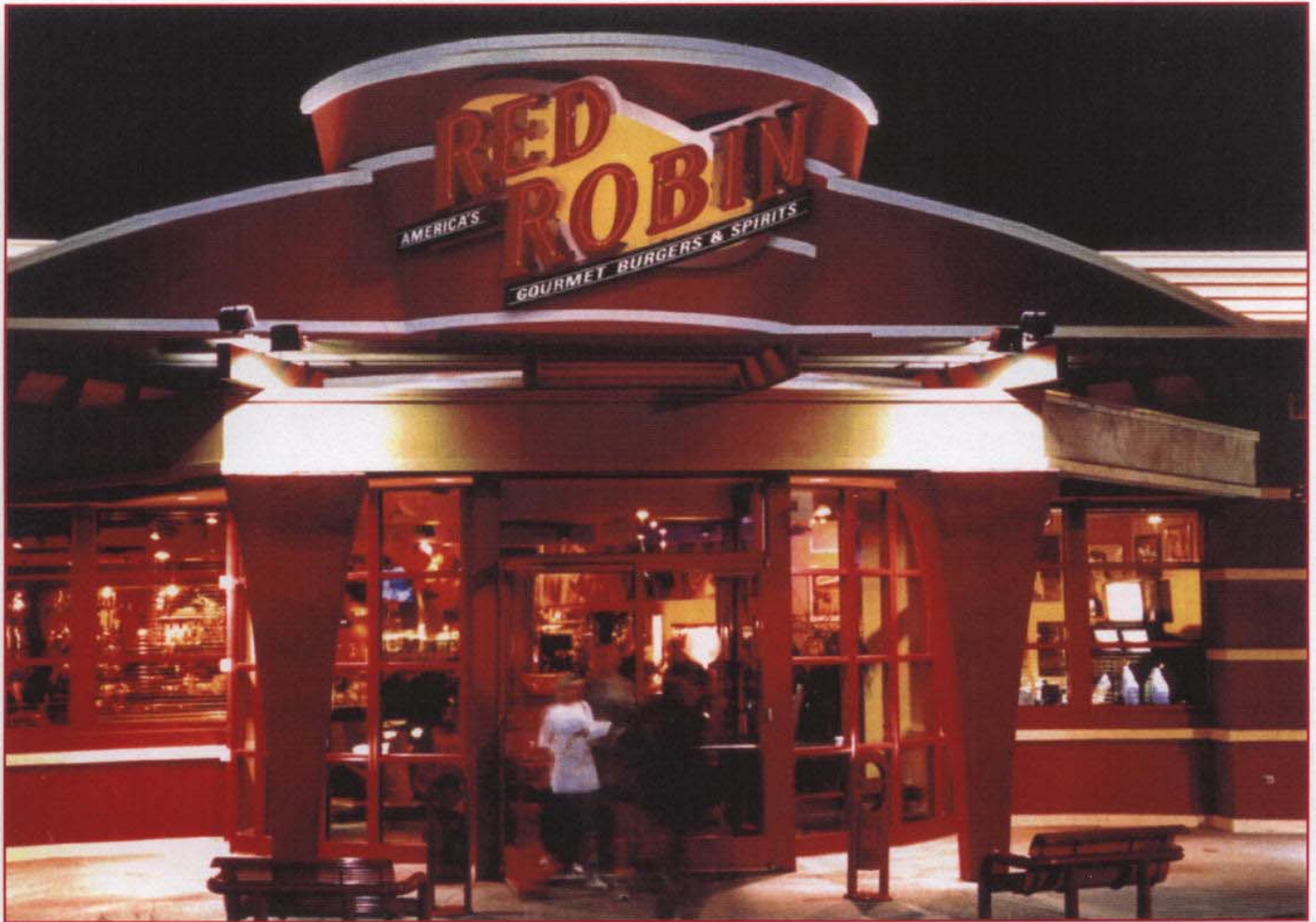


New England's Hottest New Casual Theme Restaurant Concept



For More Information Contact:

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SITE CRITERIA

SITE TYPES:

RED ROBIN will consider stand-alone sites as well as PAD locations in Regional Malls, Power Centers, and Community Centers, and interior locations with outside access in Regional Malls.

BUILDING TYPES:

- Prototype Building Size: 6,400 square feet

In addition, RED ROBIN will consider non-standard opportunities, such as endcaps, conversions, and inline locations, in certain markets.

- Inline, endcaps, conversions: 6,000 — 7,000 square feet

FREESTANDING/PARKING:

Spaces for 125 cars, at a minimum, with access to an additional 20-40 spaces.

POPULATION:

- 3-mile radius — 100,000
- 5-mile radius — 150,000
- Trade Area Minimum 100,000

In addition, RED ROBIN looks for strong daytime population in the immediate trade area in terms of employment.

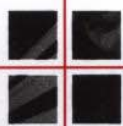
GENERATORS:

RED ROBIN looks for strong activity generators, such as regional Malls, Big Box Shopping Centers, Multi-Screen Theater Complexes, Entertainment Centers, and Office Complexes.

COMPETITION:

If competitors are present in the trade area, they should reflect sales in excess of that chains national and market average sales.

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