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Red Lobster Debuts New Restaurant Design Inspired by the New England Coast

Guests Can Now Enjoy Fresh, Delicious Seafood Entrees, Including New Affordably-Priced Menu Items

ORLANDO, Fla. (Nov. 11, 2010) – Red Lobster today announced a plan to remodel all of its nearly 700 restaurants across the U.S. and Canada in a style reminiscent of the seaside village of Bar Harbor, Maine. Along with a fresh, updated look, Red Lobster is introducing new lunch and dinner menu items, inspired by the flavors of America, that range in price from \$8.99 to \$18.50. The updated setting and new entrees offer guests the chance to experience fresh, delicious, affordable seafood in a warm, welcoming environment.

The new Bar Harbor design was first developed in 2005 by an internal team of architects and designers, and was selected after a rigorous, multi-year process that included guest focus groups, qualitative surveys and market testing. New exterior features include a stone tower, ship lanterns, Adirondack-style chairs to encourage guest conversation and mingling, and unique window decals that spell out the types of seafood guests will find inside. Guests will also notice new signage, featuring a contemporized logo with an updated lobster icon and a new modifier highlighting Red Lobster's signature fresh fish and live lobster. Interiors now feature cozy booths, warm wood paneling, softer lighting and nautical décor such as signal flags and seaside-inspired artwork. Thirty-three percent of restaurants will be remodeled by June 2011, with the goal of all Red Lobster restaurants receiving a remodel by 2014.

“Our guests are at the heart of everything we do, and while their love for our delicious seafood and friendly service has never been stronger, they’ve expressed a desire for a more up-to-date atmosphere,” said Red Lobster President Kim Lopdrup. “We listened to their feedback and are very proud to now offer guests this beautiful new setting in which to enjoy a refreshing seaside dining experience.”

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In addition to the restaurant's updated features, Red Lobster is debuting new lunch and dinner entrees, inspired by the flavors and regional tastes of America, that range in price from \$8.99 - \$18.50. Beginning Nov. 16, the dishes will be available in Red Lobster restaurants across North America.

New dishes include:

- Maple-Glazed Salmon and Shrimp
- Pecan-Crusted Jumbo Shrimp
- Cedar Plank Salmon
- Parmesan-Crusted Tilapia
- New England Lobster Rolls – (Lunch and Dinner)
- Shrimp Flatbread and Grilled Shrimp Salad – (Lunch)

“As the place that introduced America to seafood, our menu takes inspiration from different flavors and regions throughout the country,” said Red Lobster Senior Executive Chef Michael LaDuke. “I love being a part of Red Lobster because we continuously innovate and bring guests new dishes to please every taste and budget.”

These initiatives are the latest in a string of recent additions to Red Lobster. Guests can still enjoy their favorite selections from the restaurant's signature Today's Fresh Fish Menu or a dish expertly prepared by Certified Grill Masters on the Wood-Fire Grill. No matter the dish, guests will always be treated to Red Lobster's friendly, attentive and personalized service, guaranteeing their dining experience is a memorable one.

ABOUT RED LOBSTER

Red Lobster is the world's largest casual dining seafood restaurant with nearly 700 locations and more than 63,000 employees delivering the highest-quality seafood to guests across North America. Guests can enjoy selections from Red Lobster's signature Wood-Fire Grill and Today's Fresh Fish menus in a warm, inviting atmosphere. Red Lobster is a division of Darden Restaurants, Inc. (NYSE: DRI), the world's largest full-service restaurant operating company. For more information on Red Lobster's new dishes or to find a remodeled location, please visit www.RedLobster.com.

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