



Rubio's Fresh Mexican Grill® To Give Away Free Big Burrito Especial on June 3

CARLSBAD, Calif. – May 25, 2010 - Rubio's Fresh Mexican Grill will be giving away a free Big Burrito Especial to patrons on Thursday, June 3 kicking off a weekend full of events in celebration of the Las Vegas Film Festival. Guests must visit www.rubios.com to download and print the coupon for redemption at any valley Rubio's location. "Rubio's is proud to be a premier sponsor of the Las Vegas Film Festival," said Ralph Rubio, co-founder and chairman of Rubio's Fresh Mexican Grill. "As a thank you to the local community for supporting the film festival and the arts, Rubio's wants to give you a Big Burrito Especial, on us." Made with your choice of grilled chicken or steak, Rubio's Big Burrito Especial is loaded with fresh guacamole, black beans, rice, sour cream, salsa fresca, and a creamy chipotle sauce all wrapped in a toasted flour or whole wheat tortilla. Rubio's Fresh Mexican Grill has 8 locations in Las Vegas. For a complete listing of Rubio's restaurant locations, please visit www.rubios.com.

About Rubio's® Restaurants, Inc. (Nasdaq:RUBO)

Bold, distinctive, Baja-inspired food is the hallmark of Rubio's Fresh Mexican Grill®. The first Rubio's was opened in 1983 in the Mission Bay community of San Diego by Ralph Rubio and his father, Ray Rubio. Rubio's is credited with introducing fish tacos to Southern California and starting a phenomenon that has spread coast to coast. In addition to chargrilled marinated chicken, lean carne asada steak, and slow-roasted pork carnitas. Rubio's menu features seafood items including grilled mahi mahi and shrimp. Guacamole and a variety of salsas and proprietary sauces are made

from scratch daily, and Rubio's uses canola oil with zero grams trans fat per serving. The menu includes tacos, burritos, salads and bowls, quesadillas, HealthMex® offerings which are lower in fat and calories, and domestic and imported beer in most locations. Each restaurant design is reminiscent of the relaxed, warm and inviting atmosphere of Baja California, a coastal state of Mexico.

Headquartered in Carlsbad, California, Rubio's operates, licenses or franchises more than 195 restaurants in California, Arizona, Colorado, Utah and Nevada. More information can be found at www.rubios.com.

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