



FOR IMMEDIATE RELEASE
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News
Nasdaq SmallCap - GTIM

Good Times Announces Cheech & Chong Radio Campaign

(GOLDEN, CO) Good Times Restaurants Inc. (GTIM) today announced a new radio campaign featuring iconic 1970's comedians Cheech & Chong to promote their limited time Santiago's Green Chile menu.

"We asked our ad agency, Sukle Advertising, to come up with a creative platform that pushes the envelope with breakthrough qualities consistent with our historically irreverent brand personality and they certainly filled that bill with very funny scripts delivered by Cheech and Chong," said Boyd Hoback, President and CEO. He added "We originally questioned whether Cheech & Chong are relevant to our customer base, but they are gaining new traction and affinity, particularly with the millennial crowd having appeared on the Simpsons, That '70s Show and a national comedy tour. While their personas are still tied to their movie and comedy album characters from many years ago, our ads make light of them turning All Natural and Good Times now being the dispensary of happiness."

The company said that it has created three radio spots that will air throughout October and November. The ads highlight Good Times' Cheeseburger Burrito, Green Chile Fries and Green Chile Sliders, all featuring Santiago's authentic Hatch Valley New Mexico green chile.

Hoback added, "We found that our customers use us primarily for the quality of our all natural, made to order products and because they feel better about themselves for choosing Good Times, so we are aligning our brand communications under the theme of 'Happiness Made to Order'. Using Cheech & Chong is a fun, tongue-in-cheek way to bring that to life and not take ourselves too seriously."

Good Times Burgers & Frozen Custard has 46 restaurants, mostly in Colorado serving premium quality, 100% all natural beef burgers, chicken sandwiches, and fresh frozen custard.

This press release contains forward looking statements within the meaning of federal securities laws. The word "intend" and similar expressions are intended to identify forward looking statements. These statements involve known and unknown risks, which may cause Good Times' actual results to differ materially from results expressed or implied by the forward looking statements. These risks include such factors as the uncertain nature of current restaurant development plans and the ability to implement those plans, delays in developing and opening new restaurants because of weather, local permitting or other reasons, increased competition, cost increases or shortages in raw food products, and other matters discussed under the "Risk Factors" section of Good Times' Annual Report on Form 10-K for the fiscal year ended September 30, 2010 filed with the SEC. Although Good Times may from time to time voluntarily update its forward looking statements, it disclaims any commitment to do so except as required by securities laws.

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