



**FOR IMMEDIATE RELEASE**  
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**News**  
**Nasdaq SmallCap - GTIM**

### **Good Times Introduces New Products Featuring Santiago's Authentic Green Chile**

(GOLDEN, CO) Good Times Restaurants Inc. (GTIM) today announced a mouth watering product line-up featuring Denver-based Santiago's Authentic Green Chile. The choices include Green Chile Cheese Fries; Green Chile Chicken Tenderloin or All Natural Beef Burritos and the Green Chile Slider, all featuring Santiago's famous green chile.

"We are pleased and excited to provide customers with a quality product that is truly unique to Good Times and that stands up to our heritage of great tasting products on a platform of fresh, authentic ingredients" said Boyd Hoback, President and CEO. He added "As we explored the addition of a Hatch Valley New Mexico green chile, Santiago's was a great fit not only with their product but as a partnership between two Colorado companies. We are deepening our use of fresh, handcrafted local and regional ingredients and we plan to team up with equally popular, homegrown partners to offer our customers great seasonal menu surprises."

This month, Good Times launched a new website and is in the process of rolling out new and improved menu boards intended to simplify the ordering process while enhancing each restaurant's appearance. The Company is planning a complete reinvigoration of its packaging and building graphics that will be a part of reenergizing the brand after 24 years in the market.

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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