

# NEWS BULLETIN

**RE: NOBLE ROMAN'S, INC.**

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## **Noble Roman's Announces the Locations of 2 New Craft Pizza & Pub Units**

**(Indianapolis, Indiana)** – September 14, 2017 -- Noble Roman's, Inc. (OTCQB: NROM), announced today it has signed leases and has begun development on two additional Noble Roman's Craft Pizza & Pub ("CPP") locations that will be company-owned and operated.

The first of those two additional units will be located at 6428 Whitestown Parkway in Whitestown, Indiana, which is a rapidly developing retail and residential area in the northwest quadrant of the greater Indianapolis market adjacent to Zionsville. The second of the two additional locations will be at the northeast corner of Allisonville Road and 116th Street in Fishers, Indiana in the newly redeveloped shopping area known as Fishers Station. This is a highly developed retail, commercial, office and residential area in the northeast quadrant of the greater Indianapolis market.

The new locations will be approximately the same size and design as the first CPP unit located off Main Street/Highway 32 in Westfield, Indiana near Grand Park. After 7 1/2 months of operation the results at the Westfield location have greatly exceeded management expectations with considerable positive customer feedback. The Whitestown location is expected to open in November of 2017; the Fishers location is expected to open during the opening weeks of 2018.

The Westfield Noble Roman's CPP is a little over 4,100 square feet located in the newly constructed Monon Marketplace. Westfield is a prosperous and growing community on the northwest side of Indianapolis. The CPP pizzeria concept was designed to convey a hint of Noble Roman's nostalgia but with a modern flair and substantial new innovations. Noble Roman's CPP harkens back to the company's early history when it was known simply as "Pizza Pub." To expedite the ordering process, accelerate service and table turns, and to make management oversight easier, ordering takes place at the counter and food runners deliver orders to the dining room for dine-in guests. Noble Roman's Craft Pizza & Pub features many exciting enhancements over the current competitive landscape, particularly when compared to the fast-casual segment from which it differs greatly. As the name implies, the restaurant features two styles of hand-crafted, made-from-scratch pizzas with a selection of over 40 different toppings, cheeses and sauces from which to choose. Beer and wine is also featured, with 16 different beers on tap including both national and local craft selections. Wines include 16 high quality, affordably priced options by the bottle or glass in a range of varietals. Beer and wine service is provided at the bar and throughout the dining room.

The pizza offerings feature Noble Roman's traditional hand-crafted thinner crust as well as its signature deep-dish Sicilian crust. New technology and extensive R&D are bringing amazingly fast cook times, with oven speeds running only 2.5 minutes for traditional pies and 5.75 minutes for Sicilian pies. And not just individual pizzas, as most fast casual concepts, but medium and full-sized large pizzas as well – an essential component, the company believes, to offer that full-fledged pizzeria experience where dinnertime meals are a shared experience. Traditional pizza favorites such as pepperoni are obvious options on the menu, but also offered is a fun selection of original creations such as "Pig in the Apple Tree," a pizza featuring bacon, diced apples, candied walnuts and gorgonzola cheese. The menu also features a selection of contemporary and fresh, made-to-order salads such as "Avocado Chicken Caesar," and fresh-cooked pasta like "Chicken Fettuccine Alfredo." Baked subs, hand-sauced wings, a selection of desserts and, of course, Noble Roman's famous Breadsticks with Spicy Cheese Sauce also make the menu!

Additional enhancements include a glass enclosed "Dough Room" where Noble Roman's Dough Masters hand make all pizza and breadstick dough from scratch in customer view. Also in the dining room is a "Dusting & Drizzle Station" where guests can customize their pizzas after they are baked with a variety of toppings and drizzles, such as rosemary infused olive oil, honey and Italian spices. Kids (and parents!) enjoy Noble Roman's root beer tap, which is part of a special menu for customers 12 and younger. Throughout the dining room and the bar area are thirteen large and giant screen TV monitors for sports and the nostalgic black & white shorts featured in Noble Roman's earlier days.

## **About Noble Roman's**

Noble Roman's, Inc. sells and services franchises and licenses for non-traditional foodservice operations under the trade names "Noble Roman's Pizza", "Noble Roman's Take-n-Bake", "Tuscano's Italian Style Subs" and "Noble Roman's Craft Pizza & Pub". The company has awarded franchise and/or license agreements in all 50 states plus Washington, D.C., Puerto Rico, the Bahamas, Italy, Canada and the Dominican Republic.

*The statements contained in this press release concerning the company's future revenues, profitability, financial resources, market demand and product development are forward-looking statements (as such term is defined in the Private Securities Litigation Reform Act of 1995) relating to the company that are based on the beliefs of the management of the company, as well as assumptions and estimates made by and information currently available to the company's management. The company's actual results in the future may differ materially from those projected in the forward-looking statements due to risks and uncertainties that exist in the company's operations and business environment, including, but not limited to, competitive factors and pricing pressures, non-renewal of franchise agreements, shifts in market demand, the success of new franchise programs with limited operating history, including Craft Pizza & Pub locations, general economic conditions, changes in purchases of or demand for the company's products, licenses or franchises, the success or failure of individual franchisees and licensees, changes in prices or supplies of food ingredients and labor, and dependence on continued involvement of current management and the performance of the recently added sales staff and a franchise broker. Should one or more of these risks or uncertainties materialize, or should underlying assumptions or estimates prove incorrect, actual results may differ materially from those described herein as anticipated, believed, estimated, expected or intended. The company undertakes no obligations to update the information in this press release for subsequent events.*

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