

FOR ADDITIONAL INFORMATION, CONTACT:

For Media Information: Scott Mobley, President & CEO 317/634-3377

For Investor Relations: Paul Mobley, Executive Chairman 317/634-3377

Noble Roman's Announces Launch of "Craft Pizza & Pub"

Initial 'Noble Roman's Craft Pizza & Pub' Location Secured in Westfield, Indiana

(Indianapolis, Indiana) – September 29, 2016 -- Noble Roman's, Inc. (OTCQB: NROM), the Indianapolis based franchisor and licensor of Noble Roman's Pizza, today announced that it had secured its first location for the company's new-generation, stand-alone pizzeria concept designed for quick service and casual dining. Dubbed Noble Roman's Craft Pizza & Pub, the pizzeria concept promises a hint of nostalgia with modern flair and substantial new innovations. The first location will be in 4,000 square feet of the newly constructed Monon Marketplace on Main Street/Highway 32 across from Grand Park in Westfield, Indiana, a prosperous and growing suburb on the northwest side of Indianapolis.



NOBLE ROMAN'S
CRAFT PIZZA & PUB

Noble Roman's Craft Pizza & Pub harkens back to the early days of the company's history when it was known as Noble

Roman's Pizza Pub. Like then, and like the popular new quick-service pizza concepts today, ordering will take place at the counter and food runners will deliver orders to tables in the dining room for dine-in guests. However, Noble Roman's Craft Pizza & Pub will feature many exciting enhancements over the current competitive landscape. First, as the name implies, the concept will feature a selection of craft and traditional beers and a selection of quality, affordable wines by the glass and bottle. The dining room will have a designated bar area as well as bar service into the regular dining area.

The food menu will feature Noble Roman's traditional crust, hand-crafted slightly thinner in keeping with today's trends, as well as its signature, scratch-made Deep-Dish Sicilian. 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 with most quick service 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 for family and friends. Traditional pizza favorites such as pepperoni are obvious options on the menu, but also offered will be a broad selection of unique creations such as 'Pig in the Apple Tree', a pizza featuring bacon, diced apples, candied walnuts and gorgonzola cheese. The menu will also feature a selection of made-to-order salads, such as 'Avocado Chicken Caesar', and pasta, such as 'Chicken Fettuccine Alfredo'. And of course, the menu would not be complete without Noble Roman's famous Breadsticks with Spicy Cheese Sauce!

Additional enhancements will include a glass enclosed "Dough Cage" in the dining area where Noble Roman's Dough Masters will create all the pizza and breadstick dough from scratch in customer view. Also in the dining room will be a "Dusting & Drizzle Station" where customers can customize their pizzas after they are baked with a variety of toppings and drizzles, such as rosemary infused olive oil and Italian spices. Kids (and parents!) will 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 will be a number of large and giant screen TV monitors for sports and the nostalgic black & white shorts featured in Noble Roman's earlier days.

Scott Mobley, president of Noble Roman's, said of the new launch, "We believe Noble Roman's Craft Pizza & Pub is the most exciting development for the company since it pioneered the non-traditional pizza venue. This stand-alone pizzeria concept is the culmination of some of the best of our history combined with all new, leading edge technology

and recipes to produce what we think will be a terrific growth vehicle for the future.” According to Mr. Mobley, this first Craft Pizza and Pub in Westfield is expected to open in late December, depending on construction, and is expected to be company owned and operated. Said Mobley, “We are a franchise services company, but it is important for us to establish and operate this first unit or so as company operations so we can define and model the standards of operation going forward as we franchise future units.”

The company continues to target growth in three venues: grocery store take-n-bake, non-traditional pizza locations in host facilities and stand-alone pizzerias. Mr. Mobley said, “We have been diligently executing the strategic plan that has been discussed over the last year. First, we have been taking advantage of the prior work done to extract value from the take-n-bake venue. While that market was set for short-term growth, we do not believe that is where the real long-term growth opportunity for Noble Roman’s will ultimately be. While expanding the take-n-bake opportunity we also completely retooled our offering in the non-traditional venue, with all new pizzeria kiosks. In recent years, the non-traditional venue has been very stable but we believe there is still substantial opportunity for renewed growth, and our recent efforts in this area have been showing results, such as the first new unit in a Wal-Mart announced earlier this summer. Finally, we believe that in the long-run, the largest growth opportunity for Noble Roman’s is in the stand-alone pizzeria venue. Noble Roman’s Craft Pizza & Pub is the product of nearly two years of intensive research and development, and we believe this represents the best vehicle to capitalize on that long-term growth opportunity.”

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 now “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 the stand-alone pizzeria and take-n-bake 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 sales staff and 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.

-END-