

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 Second "Craft Pizza & Pub" Unit Exceeds Opening Expectations; Matches Opening 7-Day Results of the First Unit.

(Indianapolis, Indiana) – November 27, 2017 -- Noble Roman's, Inc. (OTCQB: NROM) announced today that the second of its new-generation, stand-alone pizzerias, known as Noble Roman's Craft Pizza & Pub (CPP), significantly exceeded its opening 7-day net sales target, matching the results from the first unit which opened earlier this year. Opening November 17, 2017, the first seven-day net sales volume came in at \$38,601, actually exceeding the results of the first unit which had opening week sales netting \$38,283. "Obviously we are in the honeymoon phase of our opening cycle. Nonetheless, the initial results have far exceeded our expectations," remarked Scott Mobley, president & chief executive officer of Noble Roman's.

Commenting further, Mr. Mobley went on to say, "Our customer feedback on the new unit has been excellent. The Whitestown, Indiana community, where our newest Craft Pizza & Pub is located, has been extremely gracious and receptive, and we greatly appreciate their support. The area is booming, with significant new housing, retail and commercial development currently under construction. We believe that after the honeymoon period of the grand opening, sales will start to build significantly over time. Unlike a typical unit which might settle into a predictable run-rate following an opening, we hope to see this one grow significantly as the community continues to develop." Mobley added that the company does not normally discuss individual sales volumes during the first year of a new unit's operation due to the natural swings in the data caused by the grand opening grace period, but determined that it was important to provide some guidance on how the company's second CPP unit opened relative to the first.

The company's newest CPP location is in Whitestown, Indiana just off I65 in Anson Village. Whitestown is a progressive, fast-growing community northwest of Indianapolis and just west of Zionsville with tremendous growth in housing, retail and industry. According to Mobley, "We knew we had to be a part of the tremendous development taking place in Whitestown, and we are excited to now be serving this fast-growing community." According to Mobley, the new location occupies 4,200 square feet of new construction right on Whitestown Parkway just west of Main Street.

The first Noble Roman's Craft Pizza & Pub opened on January 31, 2017 in Westfield, Indiana in the Monon Marketplace on Main Street/Highway 32 across from Grand Park. The third company-owned and operated Craft Pizza & Pub is on schedule to open before February, 2018 with the fourth opening in early spring. A franchise Craft Pizza & Pub location is now under construction in Evansville, Indiana, and the company intends to ramp up its efforts to further franchise the concept, having recently announced it will hire a new Vice President of Development to focus solely on those efforts.

The Craft Pizza & Pub (CPP) concept has a hint of nostalgia with a modern flair and substantial new innovations. The CPP harkens back to the company's early history when it was known simply as "Pizza Pub." Like then, for fast and efficient service that is easy to staff and manage, ordering takes place at the counter and food runners deliver orders to the dining room for dine-in guests. The CPP 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 in personal, medium and large sizes with a selection of over 40 different toppings, cheeses and sauces from which to choose. The pizza offerings feature Noble Roman's traditional hand-crafted thinner crust as well as its signature deep-dish Sicilian crust. Beer and wine is also featured, with 16 different beers on tap including both national and local craft selections.

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 adults alike enjoy Noble Roman's self-serve root beer tap, which is also 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 Craft Pizza & Pub - Whitestown

The newest Noble Roman's Craft Pizza & Pub is located at 6428 Whitestown Parkway in Whitestown, Indiana. The phone number is 317-769-3377. View the menu at www.NRPizzaPub.com and visit CPP on social media at NRPizzaPub. A general video of CPP in action can be found at www.nrpizzapub.com/video and footage of the new Whitestown location can be found at www.youtube.com/watch?v=0QVChVCDcQY.

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 reliability and continued performance of third party manufacturers and distributors, the success of new franchise programs, including the new Noble Roman's Craft Pizza & Pub format, the company's ability to successfully operate an increased number of company-owned restaurants, 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, the ability to refinance its convertible debt into 2019 if any remains outstanding and dependence on continued involvement of current management. 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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