

NEWS BULLETIN

RE: NOBLE ROMAN'S, INC.

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Noble Roman's Engages Recruiting Firm to Secure Additional Sales Executives; Confirms Additional Craft Pizza & Pub Grand Openings Remain on Schedule.

(Indianapolis, Indiana) – October 30, 2017 -- Noble Roman's, Inc. (OTCQB: NROM) announced today it had recently engaged Tierney Restaurant Services, an executive recruiting firm, to help locate and hire a Vice President of Development to assist the company's franchising efforts for its Craft Pizza & Pub (CPP) concept. The recruiting service was also tapped to secure an additional sales executive to add to the company's current efforts directed at accelerating growth in its non-traditional franchise venue. Noble Roman's plans increased revenues through the franchising of its CPP concept as well as accelerated franchise growth in its non-traditional venue. Additionally, as previously announced, the company plans further revenue growth through the development of four company owned and operated CPP restaurants to be located in the greater Indianapolis north-metro area.

According to Scott Mobley, president and CEO of Noble Roman's, "Revenue growth remains our number one focus. The Craft Pizza & Pub concept is off to a great start with the first corporate location in Westfield, Indiana. The second corporate location is on track for mid-November and the third prior to February, 2018. A fourth location is targeted for an early 2018 spring opening. The new executive sales and development position for CPP will help enable us to achieve our goals of franchising the concept here in Indiana and eventually beyond. But I have to say we are equally excited about the prospects for growth in our non-traditional venue. Our Executive Vice President, Troy Branson, has personally overseen a recent overhaul of our trade dress for this venue and is currently focusing all of his time developing non-traditional franchises. Engaging Tierney Restaurant Services to help us attract an additional, seasoned sales veteran for non-traditional development will further enhance our capabilities to grow this side of the business. Overall, we think it is a very exciting time for the company!"

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 planned additions to the company's sales team. 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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