

# NEWS BULLETIN

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

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## **Juel Tillery Joins Noble Roman's as National Director of Franchising**

**(Indianapolis, Indiana)** – January 27, 2012 -- Noble Roman's, Inc. (OTC/BB: NROM), the Indianapolis based, non-traditional franchisor of Noble Roman's Pizza and Tuscano's Italian Style Subs, today announced that Juel Tillery has joined the company in the newly created position of National Director of Franchising. Tillery comes to Noble Roman's with extensive experience in franchise development, and was the founder of MaggieMoo's Ice Cream as well as the Director of Business Development for Hot Stuff Pizza. Prior to that, he had many years experience with both Pizza Inn and McDonalds. Tillery Joins the existing Noble Roman's development team, which is headed by its Chairman and CEO, Paul Mobley, as well as Troy Branson, Executive Vice President – Development.

Noble Roman's is ramping up its franchise expansion efforts in non-traditional venues, such as convenience stores and entertainment facilities of all types, with plans to open at least 100 new non-traditional locations in 2012. This expansion is on top of the anticipated growth in the company's newer Take-n-Bake Pizza program, which is expected to bring on board more than 500 additional new participating groceries during 2012.

Tillery's role at Noble Roman's will largely concentrate on franchise development in convenience stores, travel plazas and entertainment facilities. The continental U.S. is home to over 125,000 convenience stores. Foodservice is now commonly recognized by operators as an essential component of any successful convenience store operation. However, without the right systems, foodservice can also be problematic. With a tradition of "quality customers can taste" dating back to 1972, Noble Roman's pizza and sub-focused foodservice systems for convenience stores are recognized within the industry as affordable, productive and easy to operate.

Noble Roman's is famously known for their pizza and breadsticks, but also provides a complete menu of delicious products developed specifically for foodservice needs within convenience stores and other venues – items ranging from a complete breakfast line-up to pasta, wings, subs and more. Operators awarded a Noble Roman's franchise are encouraged to customize the scope of their menu based on their specific objectives. Additionally, Noble Roman's has authorized its convenience store operators to begin merchandising the company's highly successful Take-n-Bake Pizza program, offering a new, additional profit center under the Noble Roman's nameplate.

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, market acceptance of recently introduced products, competitive factors and pricing pressures, the current litigation with certain former traditional franchisees, non-renewal of franchise agreements, shifts in market demand, compliance with the terms of the company's bank credit agreement, general economic conditions and other factors including, but not limited to, changes in demand for the company's products or franchises, the success or failure of individual franchisees and changes in prices or supplies of food ingredients and labor as well. Should one or more of these risks or uncertainties materialize, or should underlying assumptions or estimates prove incorrect, actual results may vary 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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