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Noble Roman's Third "Craft Pizza & Pub" Excels During First Week of Operations

(Indianapolis, Indiana) – January 25, 2018 -- Noble Roman's, Inc. (OTCQB: NROM) announced today that the third of its new-generation, stand-alone pizzerias, known as Noble Roman's Craft Pizza & Pub (CPP), has also exceeded its opening 7-day sales target. Opening January 18, 2018, the first seven-day total sales volume came in at \$36,605, closely in line with the previous two locations. "Obviously we are incredibly excited about the initial performance of the Fishers, Indiana location. Our team there not only turned in good results, they performed as flawlessly on quality and service as I have ever seen in an opening. And this was a relatively soft opening for us from a marketing standpoint. We battled winter weather conditions before and during the grand opening week and moved our initial marketing mailers into this second week where the forecast is calling for more favorable conditions," remarked Scott Mobley, president & chief executive officer of Noble Roman's.

Commenting further, Mr. Mobley went on to say, "Fishers is a fantastic community, and we are really pleased to be receiving so much positive feedback from our patrons. Not only is Fishers a well-established city with significant population and infrastructure, it continues to grow and attract new employers and residents. Even after the honeymoon period of the grand opening, we believe sales at this location have the potential to build significantly over time." 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. However, the company determined it was important to provide some guidance on how it's third CPP unit opened given that each of the three units represent several different locational characteristics.

The company's newest CPP location is in Fishers, Indiana on Allisonville Road just north of 116th Street. Fishers is both a well-established and a fast-growing community northeast of Indianapolis, with continuing growth in housing, retail and industry. According to Mobley, "We know Fishers well. The city has an outstanding reputation as a top-rated place to live and work, and we knew we had to be a part of the great things taking place there." According to Mobley, the new location occupies 4,200 square feet of new construction with seating for 160 and a beer and wine bar seating twelve. A back-room area provides meeting and party space for 36.

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 second Craft Pizza & Pub opened in Whitestown, Indiana just off I65 in Anson Village on November 17, 2017. The fourth company-owned and operated Craft Pizza & Pub is on schedule to open during the spring of 2018. The company intends to ramp up its efforts to franchise the concept, having recently announced it has hired 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. The pizza offerings feature Noble Roman's traditional hand-crafted thinner crust as well as its signature deep-dish Sicilian crust. Beer and wine are also featured, with 16 different beers on tap including both national and local craft selections. A offering of 16 wines from several varietals are available by the bottle or the glass.

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, craft 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 – Fishers, IN

The newest Noble Roman's Craft Pizza & Pub is located on the northeast corner of 116th Street and Allisonville Road, Fishers, Indiana. The phone number is 317-578-3377. 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 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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