

# NEWS BULLETIN

RE:NOBLE ROMAN'S, INC.

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## Noble Roman's Signs Dairy Queen's Largest Indiana Franchisee to Craft Pizza & Pub

(Indianapolis, Indiana) –August 10, 2018. Noble Roman's, Inc. (OTCQB: NROM), the Indianapolis based franchisor and operator of Noble Roman's Craft Pizza & Pub, announced that it has awarded a franchise to Patrick and Holly O'Neil for a location in Tippecanoe County, which includes Lafayette and West Lafayette, Indiana. The O'Neil's are experienced multi-unit foodservice operators and Dairy Queen's largest franchisee in Indiana, with 19 locations in the state.

According to Scott Mobley, president and CEO of Noble Roman's, "Patrick and his wife, Holly, are exactly the kind of individuals we are looking for to become a growing part of the Noble Roman's Craft Pizza & Pub family. They have tremendous experience, a commendable history of success and, equally important, they are committed to the kind of 'WOW' operations that set Craft Pizza & Pub apart. We will partner together immediately on the site location process and get their first Noble Roman's open as quickly as possible. I know the O'Neil's are looking at this to be the first of many more units to come and they certainly have identified a hot market for Noble Roman's in Lafayette and West Lafayette, where we have a proud and successful history."

Speaking of the opportunity represented by Noble Roman's Craft Pizza and Pub, Mr. O'Neil expressed that he was impressed with the completeness of the overall package. Said O'Neil, "The food experience at Craft Pizza & Pub is obviously fantastic; they are known for their great pizza and breadsticks. But when you combine that with the upbeat vibe of the restaurants, the unique features such as the glass-enclosed dough rooms, the fast and simple operations and the overall unit economics, it makes the decision to grow with the concept an easy one. And when you consider the tremendous legacy represented in the brand's name reputation, you can't ask for more!" Mr. O'Neil noted that the process to develop the location would begin immediately and that he hoped, if possible, to have the restaurant opening before the end of 2018.

### About Noble Roman's Craft Pizza & Pub

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 easier to staff and manage, ordering takes place at the counter and food runners deliver orders to the dining room for dine-in guests. 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 individual, medium and large sizes with a selection of over forty 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 sixteen different beers on tap and sixteen by the bottle, including both national and local craft selections. The menu features sixteen wines that are both high quality and reasonably priced, and available by the glass or the bottle.

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 and orange dream taps, which is also part of a special menu for customers 12 and younger. Throughout the

dining room and the bar area are seventeen large and giant screen TV monitors for sports and the nostalgic black & white shorts featured in Noble Roman's earlier days.

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 November 17, 2017 on Whitestown Parkway in Whitestown, Indiana. The third location opened January 18, 2018 in Fishers, Indiana at 116<sup>th</sup> Street and Allisonville Road. The fourth location opened May 29, 2018 in Carmel, Indiana at 1438 West Main Street. All four of these locations are company-owned and operated Craft Pizza & Pubs. Additionally, the company is continuing the process of ramping up its efforts to franchise the concept, having recently hired a very experienced individual to fill the role of Executive Vice President, Craft Pizza Development.

As Scott Mobley previously stated, "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."

*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, 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, 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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