



**POTBELLY CORPORATION TO ISSUE RESULTS**  
**FOR SECOND QUARTER 2016 ON AUGUST 2, 2016;**  
**CONFERENCE CALL SCHEDULED**

Chicago, IL. July 12, 2016 - Potbelly Corporation (NASDAQ: [PBPB](#)) will report its unaudited financial results for the second fiscal quarter 2016 on Tuesday, August 2, 2016 after the close of markets that day. The Company has scheduled a conference call and webcast for investors at 5:00 p.m. Eastern time that day to discuss the unaudited financial results.

Hosting the call will be Potbelly Corporation's Chairman and Chief Executive Officer, Aylwin Lewis, and its Senior Vice President and Chief Financial Officer, Michael Coyne.

Date: Tuesday, August 2, 2016  
Time: 5:00 p.m. Eastern time  
Dial-In #: 877-407-0784 U.S. & Canada  
201-689-8560 International  
Confirmation code: 13637986

Alternatively, the conference call will be webcast at [www.potbelly.com](http://www.potbelly.com) on the "Investor Relations" webpage. For those unable to participate, an audio replay will be available from 8:00 p.m. Eastern time on Tuesday, August 2, 2016 through midnight Tuesday, August 9, 2016. To access the replay, please call 877-870-5176 (U.S. & Canada) or 858-384-5517 (International) and enter confirmation code 13637986. A web-based archive of the conference call will also be available at the above website.

**About Potbelly**

Potbelly Corporation is a fast-growing neighborhood sandwich concept offering toasty warm sandwiches, signature salads and other fresh menu items served by engaging people in an environment that reflects the Potbelly brand. Our Vision is for our customers to feel that we are their "Neighborhood Sandwich Shop" and to tell others about their great experience. Our Mission is to make people really happy and to improve every day. Our Passion is to be "The Best Place for Lunch." The Company owns and operates over 350 shops in the United States and our franchisees operate over 30 shops domestically, in the Middle East and in the United Kingdom. For more information, please visit our website at [www.potbelly.com](http://www.potbelly.com).

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