



June 2, 2017

Potbelly Corporation to Participate in Upcoming Investor Conferences

CHICAGO, June 02, 2017 (GLOBE NEWSWIRE) -- Potbelly Corporation (NASDAQ:PBPB) today announced that Mike Coyne, Chief Financial Officer, will attend the following investor conferences:

- | The Goldman Sachs Lodging, Gaming, Restaurant and Leisure Conference at the Goldman Sachs Conference Center in New York City on June 6, 2017. The presentation will begin at approximately 11:15 a.m. Eastern Time.
- | The Baird Global Consumer, Technology and Services Conference at the Intercontinental New York Barclay Hotel in New York City on June 7, 2017. The presentation will begin at approximately 9:40 a.m. Eastern Time.
- | The William Blair Growth Stock Conference at the Four Seasons Hotel in Chicago on June 14, 2017. The presentation will begin at approximately 4:40 p.m. Central Time.

Investors and interested parties may access the live webcasts and replays of the presentations by visiting Potbelly's Investor Relations website at investors.potbelly.com.

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 400 shops in the United States and our franchisees operate over 40 shops domestically, in the Middle East, the United Kingdom and Canada. For more information, please visit our website at www.potbelly.com.

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