



POTBELLY CORPORATION TO ISSUE RESULTS
FOR THIRD QUARTER 2016 ON NOVEMBER 1, 2016;
CONFERENCE CALL SCHEDULED

Chicago, IL. October 11, 2016 - Potbelly Corporation (NASDAQ: [PBPB](#)) will report its unaudited financial results for the third fiscal quarter 2016 on Tuesday, November 1, 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, November 1, 2016
Time: 5:00 p.m. Eastern time
Dial-In #: 877-407-0784 U.S. & Canada
201-689-8560 International
Confirmation code: 13647589

Alternatively, the conference call will be webcast at 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, November 1, 2016 through midnight Tuesday, November 8, 2016. To access the replay, please call 844-512-2921 (U.S. & Canada) or 412-317-6671 (International) and enter confirmation code 13647589. 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 40 shops domestically, in the Middle East and in the United Kingdom. For more information, please visit our website at www.potbelly.com.

Contact: **Investor Relations**
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