



POTBELLY CORPORATION TO ISSUE RESULTS
FOR SECOND QUARTER 2014 ON AUGUST 5, 2014;
CONFERENCE CALL SCHEDULED

Chicago, IL. July 22, 2014 - Potbelly Corporation (NASDAQ: [PBPB](#)) will report its unaudited financial results for the second fiscal quarter of 2014 on Tuesday, August 5, 2014 after the close of markets that day. The Company has scheduled a conference call and webcast for investors at 5:00 p.m. E.T. that day to discuss the unaudited financial results.

Hosting the call will be Aylwin Lewis, Chairman and Chief Executive Officer of Potbelly Corporation and Charles Talbot, Senior Vice President and Chief Financial Officer.

Date: Tuesday, August 5, 2014
Time: 5:00 p.m. E.T.
Dial-In #: 855-599-4644 U.S. & Canada
678-304-6836 International
Confirmation code: 65623028

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. E.T. on Tuesday, August 5, 2014 through midnight Tuesday, August 19, 2014. To access the replay, please call 855-859-2056 (U.S. & Canada) or 404-537-3406 (International) and enter confirmation code 65623028. 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 300 shops in the United States and the District of Columbia and our franchisees operate over twenty shops domestically and in the Middle East. For more information, please visit our website at www.potbelly.com.

Contact: **Investor Relations**
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