



POTBELLY CORPORATION TO PRESENT AT UPCOMING INVESTOR CONFERENCES

Chicago, IL May 26, 2016 – Potbelly Corporation (NASDAQ: [PBPB](#)) today announced that Company executives will participate in three upcoming investor conferences.

On June 7, 2016, Aylwin Lewis, Chairman and Chief Executive Officer, will present at the Goldman Sachs Lodging, Gaming, Restaurant and Leisure Conference at the Goldman Sachs Conference Center in New York City. Potbelly's presentation will begin at approximately 2:45pm ET.

On June 8, 2016, Aylwin Lewis will present at the Baird Global Consumer, Technology and Services Conference at the JW Marriott Essex House in New York City. Potbelly's presentation will begin at approximately 2:35pm ET.

On June 14, 2016, Michael Coyne, Senior Vice President and Chief Financial Officer, will present at the William Blair Growth Stock Conference at the Four Seasons Hotel in Chicago. Potbelly's presentation will begin at approximately 12:50pm CT.

Investors and interested parties may access the webcasts 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 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.

Contact: **Investor Relations**
Investors@Potbelly.com
312-428-2950