



July 19, 2017

Crave, Customize and Collect: Noodles & Company Rolls Out New Rewards Program

NoodlesREWARDS will "surprise & delight" with exclusive perks, offers and provide quick access to menu information, online ordering and more

BROOMFIELD, Colo., July 19, 2017 (GLOBE NEWSWIRE) -- Noodles & Company (NASDAQ:NDLS), serving classic noodle and pasta dishes from around the world, today unveils NoodlesREWARDS nationwide — a surprise-and-delight-based rewards program that delivers unique, tailored offers and information directly into the palms of Noodles guests' hands — available exclusively within the NoodlesREWARDS app.

A photo accompanying this announcement is available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/30563f76-593c-4fd7-a80f-3bf2acfc8781>

The all-new NoodlesREWARDS program is designed to suit the needs of Noodles & Company guests by personalizing rewards and providing instant experiences along their flavor journeys. Each guest who signs up for the program will earn \$3 off any order valid for two weeks after receipt, a reward for referring friends to the program, plus ongoing surprise offers tailored to their Noodles preferences. NoodlesREWARDS also offers guests the convenience of mobile ordering and easy access to information on their favorite Noodles & Company dishes and locations.

"Over the last year, a great amount of time went into evaluating and testing several reward models to develop a first-class program that would appeal to all our guests," said Jonathan Tress, vice president of marketing at Noodles & Company. "The result of those efforts is NoodlesREWARDS, which was solely created to better connect with our guests and reward them for their continued loyalty and love for all things Noodles."

Earning rewards is as simple as scanning the app at the point of purchase, scanning a receipt, entering your receipt code online, or ordering through the app. To start earning rewards, download the NoodlesREWARDS app from the Apple App Store or Google Play Store, or sign up online at Noodles.com/rewards.

Noodles & Company offers guests familiar and global flavors from around the world. Great-tasting food starts with great ingredients, including 14 fresh vegetables that are prepped throughout the day along with other high-quality ingredients including cage-free eggs; organic milk and tofu; and naturally raised pork, including bacon and meatballs. Each of its globally inspired noodle dishes is prepared to order, allowing guests to customize any dish to their specific liking.

About Noodles & Company

[Noodles & Company](http://Noodles.com) is a fast-casual restaurant chain where its globally inspired dishes come together to create a [World Kitchen](http://WorldKitchen.com). Recognized previously by *Parents* magazine as a Top Family Friendly Restaurant and by *Health* magazine as one of America's Healthiest Fast Food Restaurants, Noodles & Company is a restaurant where Japanese Pan Noodles rest comfortably next to Penne Rosa and Wisconsin Mac & Cheese, but where world flavors don't end at just noodles. Inspired by some of the world's most celebrated flavor combinations, Noodles & Company's menu offers soups, salads and shareables. Noodles & Company makes everything fresh to order, just as you like it, using quality ingredients. Servers deliver dishes to the table, allowing guests to sit and relax or grab a quick bite. With more than 400 locations nationwide, from California to Connecticut, guests can find a location near them and tour the global menu by visiting www.noodles.com.

Media Contact

Danielle Moore

Press@noodles.com

720-214-1971