



July 27, 2016

Potbelly Corporation to Participate in the Credit Suisse Gaming, Lodging, Leisure & Restaurants Conference

CHICAGO, July 27, 2016 (GLOBE NEWSWIRE) -- Potbelly Corporation (NASDAQ:PBPB) today announced that Michael Coyne, Senior Vice President and Chief Financial Officer, will participate in the Credit Suisse Gaming, Lodging, Leisure & Restaurants Conference on Wednesday, August 10, 2016. The conference, which will be held at the Credit Suisse offices in New York City, will consist of one-on-one and small group meetings.

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