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Noodles & Company Makes Gift Giving Easy and Brings Made. Different. Brand Positioning to Life With New Digital Gift Card Program

Give the Gift of REAL Food, REAL Cooking, REAL Flavors, This Holiday Season With a Noodles & Company Digital Gift Card

BROOMFIELD, Colo., Dec. 15, 2015 (GLOBE NEWSWIRE) -- [Noodles & Company](#) (Nasdaq:NDLS), serving classic noodle and pasta dishes from its globally inspired World Kitchen, today announced the launch of its newly expanded gift card program. Just in time for the holiday season, the company unveiled new digital gift cards, making it easier than ever to give the gift of Noodles this year.

The new platform offers an easy and convenient way for guests to give Noodles & Company Gift Cards to the Noodle lover in their life. By simply going online to [noodles.com/giftcards](#), guests can choose from a variety of designs, select an amount, and add a personalized message to each digital gift card they send. Noodles gift givers also have the option to attach a photo to their digital gift card or record a message for an extra special personalized gift.

"The holidays are always a busy time for our guests, and by expanding our digital capabilities, we are making it easier than ever to give the gift of REAL Food, REAL Cooking, REAL Flavors instantly through our e-gift cards," said Mark Mears, Executive Vice President and Chief Marketing Officer of Noodles & Company. "Great for last minute gift giving, our guests have the ability to personalize each e-gift card by attaching a photo or recording a personal message to arrive with the e-gift card in their friend or family member's email inbox instantly—it's almost like being there in person!"

To say thank you and get in on the gift giving themselves, Noodles & Company is also offering a special gift card promotion to celebrate the 2015 holiday season now through December 31. For every \$25 gift card purchased, guests will receive a \$5 Gift Giver Bonus Card — online at [noodles.com](#) and in restaurants. The Gift Giver Bonus Cards have no cash value and are eligible to be redeemed in January 2016.

The new digital card program also allows Noodles & Company to share branded messages like the new [Start Here](#) video, which helps show those receiving the gift of Noodles how the Company is Made. Different. Great for kids to adults, foodies to health nuts, giving the gift of Noodles & Company can put the smile on the face and sauce on the shirt of even the pickiest of eaters this holiday season.

For more information on Noodles & Company or to find a location nearest you, please visit [www.noodles.com](#) or [www.noodles.com/catering](#).

About Noodles & Company

[Noodles & Company](#) is a fast-casual restaurant chain where its globally inspired dishes come together to create a World Kitchen. Recognized by Parents Magazine as a Top Family Friendly Restaurant, and 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, Noodle & Company's menu offers appetizers, soups, salads and sandwiches, too. Everything is made fresh to order, just as you like it, using quality ingredients. Dishes are delivered to the table allowing guests time to sit and relax or grab a quick bite. With more than 470 locations nationwide, from California to Connecticut, guests can find a location nearest them and take a tour of the global menu by visiting [www.noodles.com](#).

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