

November 3, 2016



Soupman Chicken Gumbo At Costco

Soupman's Chicken Gumbo is now available in the Mid-West Region of Costco

NEW YORK, Nov. 3, 2016 /PRNewswire/ -- (Public Trading Symbol: OTC-PINK: SOUP) Soupman, Inc. (www.OriginalSoupman.com) announces the roll-out of its Chicken Gumbo at Costco (www.Costco.com) stores in Ohio, Michigan, Kentucky, Indiana and Missouri. This tasty soup was recently featured on the Food Network hit show UNWRAPPED 2.0. This Soupman soup is slow-cooked and loaded with plenty of chicken, okra and AI's unique spice blend. All Soupman soups are sold in environmentally friendly, "green" Tetra Pak cartons which are designed to keep the product fresher.

"Chicken Gumbo is a customer favorite at our Original Soupman store in NYC for many years. Visitors from Louisiana always comment on the authentic depth of flavor and okra in our gumbo!" said Jamieson Karson, CEO of Soupman, Inc. "Now, Costco members in the Mid-West can experience the soup that New Yorkers wait in line for." Mr. Karson continued, "We look forward to expanding our business at Costco and will implement tasting events as we believe the more people that taste our soups the more customers we gain."

Soupman soups are available next to Campbell's and Progresso in the soup aisle of other fine retailers, including Kroger, Safeway, Publix, HEB, Shoprite, Acme, Shaw's, Price Chopper, Winn Dixie and many more.

About Soupman, Inc.

In 1984, The Original SoupMan® opened its doors at 55th Street & 8th Avenue in Manhattan and quickly became a worldwide destination. Rated #1 by Zagat and praised by the New York Times as "Art, not Soup," it set the standard for innovation and excellence long before the famous "Seinfeld" episode made it a cultural icon. We sell soup across America in Tetra Pak cartons in grocery stores next to Campbell's and Progresso as well as in our franchise restaurants, soupmobiles and foodservices. Shaquille O'Neal is an advisor and equity partner, as are Mr. October, Reggie Jackson and the award-winning actor, Jason Alexander. Soupman Inc., is a fully reporting public company trading under the symbol SOUP. For additional information on our company please visit: www.OriginalSoupman.com Follow us on Twitter [@OriginalSoupMan](https://twitter.com/OriginalSoupMan) and "Like" us on [Facebook](https://www.facebook.com/OriginalSoupMan).

Safe Harbor Statement:

This press release may contain forward-looking statements within the meaning of Section

27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. The forward-looking statements are based on current expectations, estimates and projections made by management. The Company intends for the forward-looking statements to be covered by the safe harbor provisions for forward-looking statements. Words such as "anticipates", "expects", "intends", "plans", "believes", "seeks", "estimates" or variations of such words are intended to identify such forward-looking statements. The forward-looking statements contained in this press release include statements regarding our ability to continue to grow Soupman's brand presence. All forward-looking statements in this press release are made as of the date of this press release, and the Company assumes no obligation to update these forward-looking statements other than as required by law. The forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those set forth or implied by any forward-looking statements, such as our ability to implement our multi-channel distribution strategy and continue to grow our brand presence, raise necessary capital, and the risk factors discussed in the Business and Management's Discussion and Analysis sections in our Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and Current Reports on Form 8-K. Copies of these filings are available at www.originalsoupman.com.

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