

BAB, INC.
ATTN: MS. GERI CONN
500 LAKE COOK ROAD, SUITE 475
DEERFIELD, IL 60015

VOTE BY INTERNET - www.proxyvote.com

Use the Internet to transmit your voting instructions and for electronic delivery of information up until 11:59 P.M. Eastern Time the day before the cut-off date or meeting date. Have your proxy card in hand when you access the web site and follow the instructions to obtain your records and to create an electronic voting instruction form.

ELECTRONIC DELIVERY OF FUTURE PROXY MATERIALS

If you would like to reduce the costs incurred by our company in mailing proxy materials, you can consent to receiving all future proxy statements, proxy cards and annual reports electronically via e-mail or the Internet. To sign up for electronic delivery, please follow the instructions above to vote using the Internet and, when prompted, indicate that you agree to receive or access proxy materials electronically in future years.

VOTE BY PHONE - 1-800-690-6903

Use any touch-tone telephone to transmit your voting instructions up until 11:59 P.M. Eastern Time the day before the cut-off date or meeting date. Have your proxy card in hand when you call and then follow the instructions.

VOTE BY MAIL

Mark, sign and date your proxy card and return it in the postage-paid envelope we have provided or return it to Vote Processing, c/o Broadridge, 51 Mercedes Way, Edgewood, NY 11717.

TO VOTE, MARK BLOCKS BELOW IN BLUE OR BLACK INK AS FOLLOWS:

E45429-P03065

KEEP THIS PORTION FOR YOUR RECORDS
 DETACH AND RETURN THIS PORTION ONLY

THIS PROXY CARD IS VALID ONLY WHEN SIGNED AND DATED.

BAB, INC.

The Board of Directors recommends a vote "FOR" the election of Directors, "FOR" Proposals 2, 3 and 5 and "Three years" for Proposal 4:

1. To elect four directors to serve for a one-year term expiring when their successors are elected and qualified at the Annual Meeting in 2019:

Nominees:

1a. Michael W. Evans

For **Withhold**

For Against Abstain

1b. Steven G. Feldman

3. Proposal to provide approval of the compensation of the Company's named executive officers (advisory only).

1c. James A. Lentz

1 Year 2 Years 3 Years Abstain

1d. Michael K. Murtaugh

4. Recommendation regarding the frequency of advisory votes on executive compensation (advisory only).

For Against Abstain

For Against Abstain

2. To act upon a proposal to ratify the appointment of Sasseti LLC as independent auditors of the Company for the fiscal year ending November 30, 2018.

5. To vote in the discretion of the proxy holder, on all business as may properly come before the Meeting or any adjournment thereof.

This proxy when properly executed will be voted in the manner directed herein by the undersigned shareholder. If no direction is made, this proxy will be voted for each nominee, for the adoption of Proposals 2 and 3, three years for Proposal 4 and in the discretion of the proxy holder on such other business as may properly come before the Meeting.

NOTE: PLEASE DATE PROXY AND SIGN IT EXACTLY AS NAME OR NAMES APPEAR ON THIS CARD. ALL JOINT OWNERS OF SHARES SHOULD SIGN. STATE FULL TITLE WHEN SIGNING AS EXECUTOR, ADMINISTRATOR, TRUSTEE, GUARDIAN, ETC. PLEASE PROMPTLY RETURN SIGNED PROXY IN THE ENCLOSED ENVELOPE.

Signature [PLEASE SIGN WITHIN BOX]

Date

Signature (Joint Owners)

Date

Important Notice Regarding the Availability of Proxy Materials for the Annual Meeting:
The Notice and Proxy Statement and Combined Document are available at www.proxyvote.com.

E45430-P03065

BAB, Inc.
Annual Meeting of Shareholders, May 17, 2018
This Proxy is Solicited on Behalf of the The Board of Directors

The undersigned, having received the Notice of Annual Meeting and Proxy Statement dated April 6, 2018, hereby appoints each of Michael W. Evans and Michael K. Murtaugh as proxy, with full power of substitution, to vote all shares of Common Stock which the undersigned would be entitled to vote if personally present at the Annual Meeting of Shareholders of BAB, Inc. (the "Company") to be held on Thursday, May 17, 2018, at 11:00 a.m. in the Conference Center, located at 540 Lake Cook Road (within the Corporate 500 Centre complex), Deerfield, IL 60015, or at any adjournment thereof, upon any and all matters which may properly be brought before the Meeting or adjournment thereof, hereby revoking all former proxies.

The Board of Directors has fixed the close of business on March 21, 2018, as the record date for the determination of shareholders entitled to vote at the Annual Meeting and to receive notice thereof. The transfer books of the Company will not be closed.

Continued and to be signed on reverse side