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**Panera Bread® Honors National Breast Cancer Awareness Month
With The Pink Ribbon Bagel®**

Richmond Heights, MO – September 26, 2007 - Panera Bread is helping in the fight against breast cancer by offering a specially created ribbon-shaped bagel in more than 1,100 Panera Bread bakery-cafes during National Breast Cancer Awareness Month. During the month of October Panera Bread and its franchisees will donate a portion of the proceeds from each Pink Ribbon Bagel sold at participating bakery-cafes to a variety of breast cancer causes, including the Susan G. Komen Breast Cancer Foundation and Y-ME National Breast Cancer Organization. In 2006, nearly \$200,000 was raised from Pink Ribbon Bagel sales and donations.

The Panera Pink Ribbon Bagel is baked fresh daily in each of Panera Bread's bakery-cafes and features cherry chips and real bits of Bing cherries and cranberries. The product follows the tradition of thinking pink during the month of October in the quest to eradicate breast cancer disease. Sue Stees, one of Panera Bread's first franchisees and a breast cancer survivor, developed the idea for the Pink Ribbon Bagel in 2001 as a way to help support the cause. "This year marks the 7th year our bagels have blushed pink," said Stees, a Tulsa resident who currently operates 18 Panera bakery-cafes in Missouri, Oklahoma and Arkansas. "We're thrilled to continue to support this great cause."

"Panera Bread is committed to serving the members of our local communities, many of whom have had their lives touched by breast cancer," said Panera Bread CEO Ron Shaich. "We are honored to support a variety of organizations fighting to find a cure for breast cancer."

Panera Bread also supports charitable causes through its Operation Dough-Nation® program. For the past 14 years, the program has ensured that donations made by Panera Bread and its customers feed back into the community. Operation Dough-Nation contributes to the local community with both monetary and bread donations to local food pantries and hunger relief agencies.

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Panera Bread serves fresh baked, handcrafted artisan breads, sweet and savory baked goods, hand-tossed salads, wholesome soups, and signature sandwiches in a distinctly warm and welcoming environment. Panera Bread is committed to using great tasting, quality ingredients in the food we offer and contributing to the neighborhoods in which our customers and employees live and work through programs like Operation Dough-Nation. Headquartered in Richmond Heights, MO, Panera Bread owns and franchises 1,106 bakery-cafes under the Panera Bread® and Saint Louis Bread Co.® names as of August 28, 2007. For more information, visit www.panerabread.com.