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Coloradoans Help Raise \$2.3 Million for Local Non-Profits through Year-Long Efforts at Panera Bread

Colorado bakery-cafes support charitable giving throughout the year

DENVER, Colo., Jan. 6, 2011 – In a 2010 report by the Colorado Association of Funders, the volume of Colorado non-profits seeking funds has dramatically increased due to the economic decline. Panera Bread bakery-cafes are proud to continue to support the communities they serve in Colorado and give thanks to their customers this year for helping to raise \$2.3 million to benefit local non-profit organizations.

Each year, Colorado Panera Bread bakery-cafes partner with local food banks, including the Food Bank of the Rockies, Care and Share Food Bank in Colorado Springs and Community Food Share in Boulder County, through the Operation Dough Nation program. Through this program, customers make cash donations at the register to support the fight against hunger. Other local non-profits, including Porter Hospice, St. Anthony Hospice, Fetal Hope Foundaton and Rocky Mountain Cancer Centers Foundation, received additional financial support from Panera Bread through Panera’s Soup for the Soul, Bagels Benefiting Babies and Pink Ribbon Bagel fundraisers, held in February, May and October, respectively.

“Panera Bread is committed to serving Colorado and we’re proud to give back to local organizations that support our customers and also create a positive impact on the community,” said Craig Flom, regional operating partner of Colorado Panera Bread bakery-cafes. “We are thankful for our customers’ commitment and we will continue to set a high standard in corporate giving in 2011.”

Panera Bread’s local 2010 donations included:

- \$48,000 to Food Bank of the Rockies (customer donations)
 - \$7,634 to Food Bank of the Rockies (Panerathon 5k/10k proceeds)
- \$8,500 to Community Food Share (customer donations)
- \$11,000 to Care and Share Food Bank (customer donations)
 - \$1,542 to Care and Share Food Bank (Panerathon 5k/10k proceeds)
- \$4,984 to Soup for the Soul benefitting Porter Hospice and St. Anthony Hospice
- \$11,683 to Rocky Mountain Cancer Centers Foundation
- \$2,596 to Fetal Hope Foundation
- \$8,365 to American Red Cross
- Equivalent of \$2.26 million in donated bread to local food banks and soup kitchens

Page 2/ Local Colorado non-profits receive more than \$2.3 million in donations from Panera Bread

Panera Bread is locally owned and operated by Breads of the World, L.L.C. Breads of the World currently owns and operates all 28 Colorado Panera Bread locations. For more information on Panera Bread and to find the location nearest you, please visit www.panera-colorado.com.

About Panera Bread

Panera Bread, known for its artisan breads and fresh salads and sandwiches, was recently named Most Popular and No. 1 for Best Facilities, Best Healthy Options and Best Salads (for chain restaurants with less than 5,000 outlets) by *Zagat*; “Healthiest Fast Food” restaurant by *Health* magazine; and one of *Parents* magazine’s “Ten Best Fast-Casual Family Restaurants.” Breads of the World, L.L.C. currently owns and operates all 28 Colorado Panera Bread locations, including three Boulder County locations in Boulder, Superior and Longmont; 17 locations in the Denver metro area; five in Colorado Springs; two in Fort Collins and one in Loveland. The company founders studied the art of bread making extensively, traveling the country to learn directly from some of the best bakers in the world. Panera Bread offers two lines of breads, Artisan and Sourdough. Its hearty, handcrafted Artisan loaves are baked in traditional European-style stone deck ovens. Its tangy, robust Sourdough breads are made from a carefully nurtured Sourdough starter. Panera Bread uses only the highest quality ingredients baked fresh every day, in every bakery-cafe, using no preservatives.

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