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Pink Ribbon Bagel Sales to Benefit Rocky Mountain Cancer Assistance

Panera Bread Honors Breast Cancer Awareness Month with Charity Donations.

COLORADO SPRINGS, CO (September 21, 2012) – Panera Bread kicks off the 11th Annual Pink Ribbon Bagel campaign with “Pink Ribbon Bagel Day” on Monday, October 1 to support Rocky Mountain Cancer Assistance (RMCA) and breast cancer support as part of a month-long campaign. Panera will donate 100 percent of proceeds from its signature Pink Ribbon Bagel sold on Oct. 1 to Rocky Mountain Cancer Assistance. Panera Bread is continuing this initiative to support and increase visibility of Breast Cancer Awareness month. For the remainder of October, Panera Bread will donate ten cents of the proceeds from each Pink Ribbon Bagel sold.

Shaped in the form of the iconic pink ribbon, the Pink Ribbon Bagel features cherry chips, dried cherries and cranberries, vanilla, honey, and brown sugar, and is baked fresh each morning by Panera’s bakers at each bakery-cafe. Sue Stees, one of Panera Bread’s first franchisees and a breast cancer survivor, developed the Pink Ribbon Bagel in 2001 as a way to help support breast cancer research. Last year, Panera Bread donated \$ 8,000 Rocky Mountain Cancer Assistance. To find participating Panera Bread bakery-cafes in Colorado, visit www.panera-colorado.com.

“The Pink Ribbon Bagel has been a customer favorite for over a decade, in part because it’s a delicious way to add flavor to the day and because each bagel sold helps bring us one step closer to assisting Coloradoans that are affected by breast cancer,” said Craig Flom, President, Breads of the World LLC, franchisee of Panera Bread in Colorado. “Panera Bread is proud to partner with the Rocky Mountain Cancer Assistance to help raise money for such a worthy cause.”

“Panera Bread’s Pink Ribbon Bagel campaign helps to increase the awareness in Colorado about the daunting financial struggles faced by cancer patients during treatment,” said Grace Castellanos, Executive Director for RMCA. “It is efforts like these that allow RMCA to continue providing support to those affected by the battle against cancer.”

About Rocky Mountain Cancer Assistance:

Since 2000, Rocky Mountain Cancer Assistance (RMCA), formerly known as Rocky Mountain Cancer Centers Foundation, has provided \$2.9 million in financial assistance to more than 4,500 Colorado cancer patients. RMCA recognizes that most patients find that in addition to the difficulty of diagnosis and the rigors of treatment, they cannot work and the family budget suffers. Assistance through RMCA helps patients pay for immediate needs such as food, housing, utilities, transportation expenses and health insurance premiums so they can continue treatment. RMCA helps hundreds of cancer patients and their families each year. For more information about Rocky Mountain Cancer Assistance, please visit www.RockyMountainCancerAssistance.org.

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, LLC, Panera Bread’s local

franchisee, operates 30 Colorado bakery-cafes. For more information and bakery-cafe locations, visit www.panera-colorado.com.

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