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Coloradoans Assist in Raising \$2.1 Million for Local Non-Profits through Year-Long Efforts at Panera Bread Bakery-Cafes

Colorado bakery-cafes exceed yearly goal in charitable giving

DENVER, Colo., Jan. 5, 2009 – Despite the current economic slump, a recent report by the Colorado Nonprofit Association found that more than half of Coloradoans surveyed said when it comes to charitable giving, they would either give the same or more during bad economic conditions. This is why Panera Bread bakery-cafes throughout Colorado are able to give thanks to its customers this year for helping to raise \$2.1 million to benefit Colorado non-profit organizations – ultimately exceeding its \$2 million donation in 2007 by 5 percent.

Each year, Colorado Panera Bread bakery-cafes partner with local food banks, such as Food Bank of the Rockies, Care & Share Food Bank in Colorado Springs and Community Food Share in Boulder County, through the Operation Dough Nation program where customers make cash donations at the register to support the fight against hunger. Other local non-profits including Rocky Mountain Cancer Centers Foundation and Centura Health at Home, received financial support from Panera Bread, through Panera's Pink Ribbon Bagel and Soup for the Soul fundraisers

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

Panera Bread's local 2008 donations included:

- Ⓢ \$38,000 to Food Bank of the Rockies (customer donations and “Panerathon” 5K/10K race)
- Ⓢ \$7,000 to Community Food Share (customer donations)
- Ⓢ \$9,000 to Care & Share Food Bank (customer donations)

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- ⌚ \$4,185 to Centura Health at Home for Soup for the Soul
- ⌚ \$8,725 to Rocky Mountain Cancer Centers Foundation
- ⌚ \$39,000 to various charities
- ⌚ Equivalent of \$2.1 million in donated bread to local food banks and soup kitchens

Panera Bread is locally owned and operated by Breads of the World, L.L.C. Breads of the World currently owns and operates all 23 Colorado Panera Bread locations, including three Boulder County locations in Boulder, Superior and Longmont; 14 locations in the Denver metro area; four in Colorado Springs; and one each in Fort Collins and Loveland. To find a bakery-cafe, please visit www.panera-colorado.com.

About Panera Bread

Panera Bread is locally owned and operated by Breads of the World, L.L.C. 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. To find the nearest bakery-cafe, visit www.panera-colorado.com.

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