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Pink Ribbon Bagel Sales to Benefit Rocky Mountain Cancer Assistance *Panera Bread Honors Breast Cancer Awareness Month With Charity Donations*

DENVER (September 26, 2011) – Panera Bread is celebrating its 10th Anniversary of the Pink Ribbon Bagel campaign. Panera Bread will be donating \$.10 for each Pink Ribbon Bagel sold during the month of October to benefit Rocky Mountain Cancer Assistance. Additionally, \$1.00 will be donated for each Power of Pink Baker's Dozen sold of any variety bagel. Panera Bread is continuing this initiative to support and increase visibility of Breast Cancer Awareness month.

The Panera Pink Ribbon Bagel is shaped like a pink ribbon and features cherry chips, dried cherries, dried cranberries, vanilla, honey and brown sugar. 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 \$9,548 to Rocky Mountain Cancer Assistance.

"The Pink Ribbon Bagel is a customer favorite, in part because it's a delicious way to start 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 work with the communities we serve to help raise money for such a worthy cause. We are excited to continue our partnership with Rocky Mountain Cancer Assistance."

"Panera Bread's Pink Ribbon Bagel campaign helps to increase awareness in Colorado about the daunting financial struggles faced by cancer patients during treatment," said Steph Shulman, executive director for RMCA. "It is efforts like these that allow RMCA to continue providing support to those affected by the battle against cancer."

Individuals can further help the cause by visiting the Panera Bread Facebook page (www.facebook.com/panerabread) and clicking the "Like" button for the Panera Bread Virtual Pink Ribbon Bagel. Each time the bagel is "liked," Panera will donate 10 cents (up to \$25,000) to the Dr. Susan Love Research Foundation and its mission to move breast cancer beyond a cure.

Since 2000, Rocky Mountain Cancer Assistance (RMCA), formerly known as Rocky Mountain Cancer Centers Foundation, has provided \$2.65 million in financial assistance to more than 4,200 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.

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 28 Colorado bakery-cafes. For more information and bakery-café locations, visit Panera-Colorado.com.

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