

PRESS RELEASE

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Panera Bread Announces First Quarter Earnings Release Date

St. Louis, MO, April 12, 2010 – Panera Bread Company (Nasdaq:PNRA) will report its first quarter earnings after the market close on Tuesday, April 27, 2010.

The Company will discuss its first quarter results in a call that will be broadcast on the Internet at 8:30am Eastern Daylight Time on Wednesday, April 28, 2010.

The conference call dial in number is 888-312-9865 with the participant code of 2043521 or you may access the call and view a copy of the release at: <http://www.panerabread.com/investor>. Access to the call and the release will be archived for one year.

Panera Bread Company owns and franchises 1,380 bakery-cafes as of December 29, 2009 under the Panera Bread®, Saint Louis Bread Co.®, and Paradise Bakery & Café® names. With its identity rooted in handcrafted, fresh-baked, artisan bread, Panera Bread is committed to providing great tasting, quality food that people can trust. Highlighted by antibiotic free chicken, whole grain bread, select organic and all-natural ingredients and a menu with zero grams artificial trans fat per serving, Panera's bakery-cafe selection offers flavorful, wholesome offerings. The menu includes a wide variety of year-round favorites, complemented by new items introduced seasonally with the goal of creating new standards in everyday food choices. In neighborhoods across the United States and in Canada, guests are enjoying Panera's warm and welcoming environment featuring comfortable gathering areas, relaxing decor, and free internet access provided through a managed WiFi network. At the close of each day, Panera Bread bakery-cafes donate bread and baked goods to community organizations in need. Additional information is available on the Company's website, <http://www.panerabread.com>.