



MEMO

FROM: PANERA BREAD COMPANY (PNRA)

DATE: July 3, 2008

RE: Panera, LLC – Second Quarter 2008 Earnings Call

The Company will report its 2008 Second Quarter earnings after the market close on Tuesday, July 22, 2008.

The Company will discuss its second quarter results in a call that will be broadcast on the Internet at 8:30am Eastern Time on Wednesday, July 23, 2008.

To access the webcast, go to www.panerabread.com/investor or call (877) 856-1961 and enter pass code 6946386. Access to the call and the release will be archived for one year.

Any questions can be directed to Jeff Kip at 314-633-7289.