

PRESS RELEASE

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Panera Bread Executive to Present at Piper Jaffray's Conference on June 9, 2010

St. Louis, MO, June 4, 2010 – Panera Bread Company (Nasdaq:PNRA) announced today Jeff Kip, Senior Vice President and Chief Financial Officer, will be presenting at the 30th Annual Piper Jaffray Consumer Conference in New York City on Wednesday, June 9, 2010. The presentation will begin at 11:10 AM Eastern Daylight Time.

A webcast of the Piper Jaffray Consumer Conference presentation may be accessed from the investor relations section of the Panera Bread website at <http://www.panerabread.com/investor>.

About Panera Bread Company

Panera Bread Company owns and franchises 1,388 bakery-cafes as of March 30, 2010 under the Panera Bread®, Saint Louis Bread Co.® and Paradise Bakery & Café® names. Our bakery-cafes are principally located in suburban, strip mall and regional mall locations. We feature high quality, reasonably priced food in a warm, inviting, and comfortable environment. With our identity rooted in handcrafted, fresh-baked, artisan bread, we are committed to providing great tasting, quality food that people can trust. Nearly all of our bakery-cafes have a menu highlighted by antibiotic free chicken, whole grain bread, and select organic and all-natural ingredients, with zero grams of artificial trans fat per serving, which provide flavorful, wholesome offerings. Our 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 this country and in Ontario, Canada, our customers enjoy our warm and welcoming environment featuring comfortable gathering areas, relaxing decor, and free internet access. Our bakery-cafes routinely donate bread and baked goods to community organizations in need. Additional information is available on the Company's website, <http://www.panerabread.com>.