

## **PRESS RELEASE**

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### **Panera Bread Announces Second Quarter Earnings Release Date**

St. Louis, MO, July 13, 2010 – Panera Bread Company (Nasdaq:PNRA) will report its second quarter results after the market close on Tuesday, July 27, 2010.

The Company will discuss its second quarter results on a call that will also be broadcast on the Internet at 8:30 AM Eastern Time on Wednesday, July 28, 2010.

The conference call dial in number is (888) 487-0361 with a participant code 4891754 or you may access the call and view a copy of the release at the Panera Bread website at <http://www.panerabread.com/investor>. Access to the call will be archived for two weeks.

### **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>.