

**Media Contact:**

Jonathan Yohannan

jonathan.yohannan@panerabread.com

Panera Bread Names Anomaly as Lead Creative Agency

Firm Chosen for Disruptive Approach, from Problem Solving to Storytelling

St. Louis, September 9, 2014 – Panera Bread Company (NASDAQ: PNRA), announced today that it has chosen Anomaly as its lead creative agency. Anomaly's responsibilities will span from brand positioning to creative strategy and development.

"Panera and Anomaly's success have come from anticipating where the customer is going and addressing their needs in new and innovative ways. We pioneered the fast casual concept as a reaction to fast food, offering food you can trust, served on real plates, in a welcoming space," said Michael Simon, Executive Vice President and Chief Marketing Officer. "Anomaly is rethinking what it means to be a communications company in an increasingly complex marketing landscape – focusing on big ideas instead of the constraints of traditional 30 second spot. We value this sort of disruption. It has been the key to the relevancy of our own brand."

Simon expects the new creative to debut in the first half of 2015.

"After just a few weeks of meetings with Anomaly, we're feeling a momentum to our creative process. Together, we know we will find authentic ways to share the Panera story," said Simon.

Maxus North America, one of four global WPP media agency networks within GroupM, will continue to provide Panera Bread with strategic media planning services. Anomaly will support Panera Bread nationally out of its New York City office, effective September 2014.

"We've been working with top chefs from around the world for years," said Jason Deland, Founding Partner of Anomaly. "Panera shares the same passion for craft and quality ingredients, while reaching millions of guests each week. We're excited to work with them to reshape the future of food in America."

About Panera Bread

As of July 1, 2014, there are 1,818 bakery-cafes in 45 states and in Ontario, Canada operating under the Panera Bread®, Saint Louis Bread Co.® or Paradise Bakery & Cafe® names. 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 chicken raised without antibiotics, 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 the United States 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 our website,
<http://www.panerabread.com>.