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**Panera Announces Integration with Apple Pay Making Ordering and Mobile Payment Easier than Ever
and Continuing to Extend the Panera 2.0 Guest Experience**

St. Louis, MO, September 9, 2014 – Panera Bread® (NASDAQ: PNRA) announced today an integration with Apple Pay, an easy, secure and private way to make purchases from your iPhone 6, iPhone 6 Plus, or Apple Watch.

At Panera Bread bakery-cafes, guests will be able to simply hold their iPhone 6, iPhone 6 Plus or Apple Watch near the contactless readers while keeping a finger on Touch ID to make a payment. Apple Pay simplifies the check-out process for cashiers and makes the Panera retail experience faster and more convenient.

Utilizing the Panera Bread iOS App, guests will be able to conveniently and securely place an order from their iPhone 6 or iPhone 6 Plus and check out with Apple Pay using Touch ID, allowing them to more quickly order ahead and have their order ready for pick up or delivery.

“We’re proud to be one of the first retailers to accept Apple Pay using iPhone 6, iPhone 6 Plus and Apple Watch,” said Blaine Hurst, Chief Technology and Transformation Officer. “For us, it’s a natural extension of Panera 2.0 which brings together digital ordering, multiple payment options and improved operational processes to deliver an enhanced guest experience.”

Panera Bread will accept Apple Pay in all participating bakery-cafes in the United States once Apple Pay hits the market this fall. In preparation for the rollout, Panera will integrate Apple Pay into the Panera Bread iOS App and install VeriFone payment terminals in company owned and franchise bakery-cafes across the United States to support contactless and NFC (Near Field Communication) payments.

Mobile payment through Apple Pay is one element of Panera’s payment platform which allows guests to use mobile devices for Rapid Pick-Up of to go orders or at point of sale in bakery-cafes.

Apple Pay will be available in the U.S. in October on release of iPhone 6 and iPhone 6 Plus. For more information on Apple please visit Apple.com/apple-pay.

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>.

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Matters discussed in this news release relating to future events or our future performance, including any discussion, express or implied, on the timing of the investment in sales-building initiatives and operational capabilities and their impact on our business and future sales and earnings, contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These statements are often identified by the words “believe,” “positioned,” “estimate,” “project,” “target,” “plan,” “goal,” “assumption,” “continue,” “intend,” “expect,” “future,” “anticipate,” and other similar expressions, whether in the negative or the affirmative, that are not statements of historical fact. These forward-looking statements are not guarantees of future performance and involve certain risks, uncertainties, and assumptions that are difficult to predict, and you should not place undue reliance on our forward-looking statements. Our actual results and timing of certain events could differ materially from those anticipated in these forward-looking statements as a result of certain factors, including, but not limited to, those discussed from time to time in our reports filed with the Securities and Exchange Commission, including our annual report on Form 10-K for the fiscal year ended December 31, 2013 and our quarterly reports on Form 10-Q. All forward-looking statements and the internal projections and beliefs upon which we base our expectations included in this release are made only as of the date of this release and may change. While we may elect to update forward-looking statements at some point in the future, we expressly disclaim any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.