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**Panera Bread Presents 5th Annual
Boys & Girls Club *Day for Kids***
Panera Bread Bakery-Cafés throughout NH
Host Summer Fundraiser to benefit Boys & Girls Clubs

MANCHESTER, NH (July XX, 2010) – Panera Bread is proud to present the 5th Annual Boys & Girls Club *Day for Kids* event, Saturday, September 18, from 10 a.m. to 3 p.m. at the Radisson Hotel in downtown Manchester. Families are invited to join the fun at New Hampshire’s largest children’s festival. *Day for Kids* is a fun, interactive festival, with FREE admission, that children and adults of all ages will enjoy.

The event, produced by the Boys & Girls Club of Manchester, is designed to foster stronger relationships between adults and children through the gift of spending meaningful time together. With over 100 FREE activities, exhibits, special displays and fun things to see and do, this is a great opportunity for parents and caring adults to reconnect and get re-energized about spending special time with their children.

As part of its commitment to New Hampshire’s youth, Panera Bread has planned a special summer fundraiser for the Boys & Girls Clubs of NH. Between July 1 and September 18, every dollar donated by customers through Panera’s Operation Dough-Nation® in-store canisters, at all nine NH bakery-café, will benefit the *Day for Kids* and New Hampshire Boys & Girls Clubs. Panera will then match the donation dollar for dollar. Additionally, customers who donate to Operation Dough-Nation® canisters between September 12 and September 18 will receive a FREE cookie at any NH Panera Bread bakery-café!

“We’re proud to once again be a part of the annual *Day for Kids*,” said David Peterman, franchise partner of Panera Bread in New Hampshire. “The Boys & Girls Club does such a fantastic job bringing families together for this event. They continually provide a wide range of essential services to Granite State youth, giving many of them opportunities that may otherwise be unavailable. We urge our New

Hampshire customers to support the cause by donating to in-store canisters at any of our bakery-café's throughout July, August and September.”

Admission to the event for children and parents is free. The *Day for Kids* is hosted by The Boys & Girls Club of Manchester and presented by Panera Bread. It is sponsored in part by Comcast, Bellwether Community Credit Union, New Hampshire Union Leader, Oakhurst, WMUR-TV9 and 95.7 WZID. For more event information visit the Club's website at www.BeGreatManchester.org and look for the Day for Kids page under News & Events.

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About Panera Bread: Panera Bread Company owns and franchises 1,380 bakery-cafes as of December 29, 2009 under the Panera Bread®, Saint Louis Bread Co.®, and Paradise Bakery & Café® names. With its identity rooted in handcrafted, fresh-baked, artisan bread, Panera Bread is committed to providing great tasting, quality food that people can trust. Highlighted by antibiotic free chicken, whole grain bread, select organic and all-natural ingredients and a menu with zero grams artificial trans fat per serving, Panera's bakery-cafe selection offers flavorful, wholesome offerings. The 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 Canada, guests are enjoying Panera's warm and welcoming environment featuring comfortable gathering areas, relaxing decor, and free internet access provided through a managed WiFi network. At the close of each day, Panera Bread bakery-cafes donate bread and baked goods to community organizations in need. Additional information is available on the Company's website, <http://www.panerabread.com>.

Mitchell Roberts and David Peterman are partners in PR Restaurants, LLC, which operates 29 franchise Panera Bread locations in Massachusetts (Beverly, Chelmsford, Framingham, Leominster, North Andover, East Longmeadow, Shrewsbury, Woburn, Marlborough, Hadley, West Springfield, Chicopee, Westborough, Pittsfield, Natick and Worcester), New Hampshire (Bedford, Concord, Dover, Keene, Manchester, Nashua, North Nashua, Portsmouth, and West Lebanon), and Maine (South Portland, Augusta, Westbrook, and Biddeford). For more information on PR Restaurants, contact Jamie Giller of EZG at (781) 449-3244.