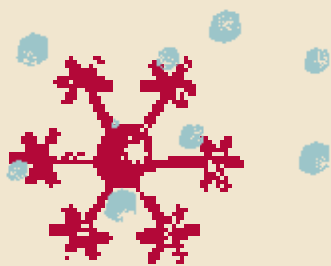




www.panerabread.com



www.socalwish.org



Season of WishesSM

Panera Bread is inviting its customers to support the Make-A-Wish Foundation during the 2009 Season of Wishes. Panera's new Gingerbread Man Cookie will be sold throughout the Los Angeles area market in participating bakery-cafes on November 29th – December 24th. Panera Bread is proud to donate ten cents from each Gingerbread Man Cookie sold to your local Make-A-Wish chapter.

The Gingerbread Man Cookie will satisfy any sweet tooth this season. Made from molasses, a blend of warm spices and simply decorated with white icing, currants and red candy coated pieces, the Gingerbread Man cookie is sure to inspire holiday cheer.

Panera Bread of Greater Los Angeles is proud to support the Make-A-Wish Foundation. Panera Bread and its franchisees also support charitable causes through its Operation Dough-Nation[®] program. Since it was founded in 1992 to formalize Panera's commitment to community involvement, Operation Dough-Nation has contributed both monetary and bread donations through its Community Breadbox[™] and Day-End Dough-Nation[™] programs to local food pantries, hunger relief agencies and other community organizations. In 2008, Panera Bread bakery-cafes collectively donated a retail value of more than 50 million dollars worth of bread and baked goods to charitable organizations helping to address the need for food distribution in our local communities.