



ROBERT WOOD JOHNSON
MEDICAL SCHOOL

University of Medicine & Dentistry of New Jersey



Contact: Michele Fisher
Media Relations Specialist
732/235-9872
fisherm2@umdnj.edu

Panera Bread® Customers Aid Breast Cancer Research While Taking Part in Morning Routine
Pink Ribbon Bagel Campaign Raises \$12,000 over Two Years for The Cancer Institute of New Jersey

New Brunswick, N.J., December 4, 2008 – For thousands of New Jersey residents recently, contributing to breast cancer research was as easy as grabbing breakfast. Thanks to Panera Bread's Pink Ribbon Bagel Campaign, a check for \$6,000 was recently presented to the Cancer Institute of New Jersey (CINJ) Foundation from the Fenwick Group franchise of Panera Bread. CINJ is a Center of Excellence of UMDNJ-Robert Wood Johnson Medical School.

CINJ is one of the many breast cancer-related entities nationwide that received proceeds from the sale of Panera's signature Pink Ribbon Bagel, which features cherry chips and real bits of bing cherries and cranberries and is shaped in the form of a traditional breast cancer awareness ribbon. Twenty-five cents of every Pink Ribbon Bagel sold in the 36 Panera Bread locations in Northern and Central New Jersey owned and operated by the Fenwick Group franchise entity (www.panera-nj.com), was given to CINJ for breast cancer research and patient education programs. Last year, \$6,000 was raised for CINJ through the effort, which is designed to bring about breast cancer awareness during the month of October.

Over the 31-day period, 24,000 Pink Ribbon Bagels were sold throughout the Fenwick outlets in central and northern New Jersey -- an achievement Jim Nawn, owner of the Fenwick franchise, says shows the public's awareness to the critical need for more research, "We at Panera have made it possible for anyone to contribute to the fight against breast cancer. Serving our community has always been a priority and by supporting the ground-breaking work being done at CINJ, we have an opportunity to touch so many lives."

"With 6,300 new cases of breast cancer expected in New Jersey by year's end, every contribution is significant," noted Robert S. DiPaola, MD, CINJ director and professor of medicine at UMDNJ-Robert Wood Johnson Medical School. "Panera Bread continues to make a tremendous impact in the fight against this terrible disease, and we are pleased to have them alongside in this mission."

Paula Hunchar, executive director of the CINJ Foundation, agrees, "Panera has created a way in which people can advance cancer research just by taking part in their daily routine. The Foundation's partnership with Fenwick Panera Cafes makes charitable giving easy and helps inform the public about the need for prevention, early detection and awareness of cancer."

The Panera Pink Ribbon Bagel follows the tradition of 'thinking pink' during the month of October in the quest to eradicate breast cancer disease. The idea for the signature product was developed in 2001 as a way to help support the cause.

About The Cancer Institute of New Jersey

The Cancer Institute of New Jersey is the state's first and only National Cancer Institute-designated Comprehensive Cancer Center, and is dedicated to improving the prevention, detection, treatment and care

of patients with cancer. CINJ's physician-scientists engage in translational research, transforming their laboratory discoveries into clinical practice quite literally bringing research to life. The Cancer Institute of New Jersey is a Center of Excellence of UMDNJ-Robert Wood Johnson Medical School. To support CINJ, please call the Cancer Institute of New Jersey Foundation at 1-888-333-CINJ.

The Cancer Institute of New Jersey Network is comprised of hospitals throughout the state and provides a mechanism to rapidly disseminate important discoveries into the community. Partner Hospital: Robert Wood Johnson University Hospital. Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital*, Jersey Shore University Medical Center, JFK Medical Center, Morristown Memorial Hospital, Overlook Hospital, Raritan Bay Medical Center, Robert Wood Johnson University Hospital at Hamilton (CINJ-Hamilton), Saint Peter's University Hospital, Somerset Medical Center, Southern Ocean County Hospital, The University Hospital/UMDNJ-New Jersey Medical School*, and University Medical Center at Princeton. *Academic Affiliate

About Panera Bread

Panera Bread Company owns and franchises 1,200 bakery-cafes under the Panera Bread® and Saint Louis Bread Co.® names as of June 24, 2008. 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 added trans fat, 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 country, 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>. Panera also holds a 51% interest in Paradise Bakery & Café, Inc., owner and franchisor of 70 bakery-cafes as of June 24, 2008.

###

