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Panera Bread® Honors National Breast Cancer Awareness Month with Pink Ribbon Bagels™
Campaign to Benefit The Cancer Institute of New Jersey

New Brunswick, N.J., October 2, 2008 – With some 6,300 new cases of breast cancer expected to be diagnosed in the Garden State this year, The Cancer Institute of New Jersey (CINJ) is hoping you'll start your day with a bagel when you pick up your morning coffee...a Pink Ribbon Bagel, that is. CINJ once again will be the recipient of funds raised through the Pink Ribbon Bagel campaign at participating Panera Bread bakery-cafe locations during the month of October, which is National Breast Cancer Awareness Month. 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 will receive 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), will come back to CINJ for breast cancer research and patient education programs. Last year, \$6,000 was raised for CINJ through the effort.

“You don't have to be a scientist or a clinician to have an impact in the fight against cancer,” noted Robert S. DiPaola, M.D., CINJ director and professor of medicine at UMDNJ-Robert Wood Johnson Medical School. “Through this unique campaign, everyone has an opportunity to play a part, as it truly does take a community's help. Panera Bread continues to serve as a model in being a good neighbor in that regard.”

“Panera Bread is committed to serving the members of the local community, many of whom have had their lives touched by breast cancer,” said Jim Nawn, owner of Fenwick Group. “We are honored to support The Cancer Institute of New Jersey in the fight to find a cure for breast cancer.”

“The Pink Ribbon Bagel campaign will help raise funds that will have a tremendous impact on our breast cancer patients through programs and research,” said Paula Hunchar, executive director of the Cancer Institute of New Jersey Foundation. “It is through Panera Bread's commitment that we will be able to further facilitate scientific discovery in an effort to develop more effective treatments and identify new prevention methods for breast cancer. We are extremely grateful to Panera for their dedication to this cause.”

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

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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.

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