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**FOR IMMEDIATE RELEASE**

**Panera Bread Names Synergy Marketing Group Agency of Record**

**INDIANAPOLIS** – Panera Bread® Company (Nasdaq: PNRA) recently selected Synergy Marketing Group Inc. as agency of record for its Indiana bakery-cafes. In this role, Synergy will utilize media relations, community relations, event management and other marketing initiatives to generate awareness for Panera Bread’s growing number of cafes around the state.

Panera partnered with Synergy as part of its growing commitment to the Hoosier economy. Synergy will help Panera not only build relationships but also deliver its messages of healthy eating, community involvement and corporate philanthropy.

“Synergy has demonstrated proven expertise in building tight-knit and mutually-beneficial relationships with community leaders and the news media,” said Kevin Farhat, Indiana area director of Panera Bread. “I look forward to seeing the results of our partnership stimulate the growth of Panera’s Indiana bakery-cafes.”

Panera plans to open three to five new stores in central Indiana over the next 12 months, which will add approximately 200 jobs to the local economy. Today, Panera employs 1,500 Indiana workers in 26 state-wide locations.

“By building and strengthening Panera’s relationships with customers, communities and media partners, Synergy will support the company’s mission to expand in Indiana and also give back to the communities it serves,” said Amy Zucker, Synergy’s president and founder. “We’re excited to work with an organization that demonstrates such a high-level of commitment to quality products, customer service and corporate philanthropy.”

Each Panera location donates bread and other baked goods to local charitable organizations at the end of the day through its Dough-Nation® program. Panera also sponsors the Make-a-Wish Foundation, Susan G. Komen Foundation and the Salvation Army, among others.

Panera Bread is committed to offering great tasting, quality food and serves antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with zero grams added trans fat. To find the closest Panera Bread cafe, log on to [www.panerabread.com](http://www.panerabread.com).

**About Panera Bread**

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Panera Bread serves fresh baked, handcrafted artisan breads, sweet and savory baked goods, hand-tossed salads, wholesome soups, and signature sandwiches in a distinctly warm and welcoming environment. Panera Bread is committed to using great tasting, quality ingredients in the food we offer and contributing to the neighborhoods in which our customers and employees live and work through programs like Operation Dough-Nation®. Headquartered in Richmond Heights, MO, Panera Bread owns and franchises 1,185 bakery-cafes under the Panera Bread® and Saint Louis Bread Co® names as of March 25, 2008. For more information about Panera Bread, visit [www.panerabread.com](http://www.panerabread.com).

**About Synergy Marketing Group, Inc.**

Synergy Marketing Group, Inc. takes a business approach to marketing and public relations. Our team of experienced professionals provides ongoing strategic counsel as well as hands-on support to help our clients generate awareness, build credibility, create demand and meet revenue objectives. We leverage quantifiable marketing processes and proven best practices to deliver measurable results. Synergy specializes in strategic marketing which includes market research, brand development, Web site development, public relations, media relations, sales support, lead generation, search engine optimization (SEO), e-mail marketing and Internet marketing. Synergy is a certified Woman-owned Business Enterprise (WBE) by the State of Indiana. To learn more about the company, please call 317-205-9690 or visit [www.synergymg.com](http://www.synergymg.com).

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