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**Saint Louis Bread Co.® Celebrates National Sandwich Month with Tim Ezell *Proceeds*
From Sandwich Benefit Local Food Bank, Operation Food Search**

Richmond Heights, MO – August 1, 2007 Saint Louis Bread Co. kicks off August with local Fox 2 morning show personality, Tim Ezell, to promote National Sandwich Month. On Monday, August 6th Ezell is scheduled to join the staff at the St. Louis Hills bakery-cafe at 6607 Chippewa Street, St. Louis, Missouri 63109, to celebrate the nationally recognized sandwich month and benefit local area food bank, Operation Food Search.

Ezell will be preparing his very own Saint Louis Bread Co. Signature Sandwich. His sandwich creation, self-titled, *Tim's Aloha Chicken Sandwich*, includes all-natural citrus herb chicken breast served on freshly baked honey wheat bread topped with cheddar cheese, peppadew peppers, lettuce, tomato, pineapple and balsamic vinaigrette. It will be sold for a limited time only in all Metro Saint Louis Bread Co. bakery-cafes on Monday, August 6th. For every *Tim's Aloha Chicken Sandwich* sold, Saint Louis Bread Co. will donate \$1 to its local Operation Dough-Nation® partner, Operation Food Search.

Operation Food Search has been in partnership with Saint Louis Bread Co. through the Operation Dough-Nation® program for the past 13 years. The program has ensured that every purchase at Saint Louis Bread Co. feeds back into the community. In 2006, Saint Louis Bread Co. and its customers contributed more than \$80,000 to Operation Food Search.

Did you know?

Reports show that Americans often eat sandwiches for six out of ten meals, consuming more than 48 billion sandwiches per year. Some fun facts to know and tell about sandwiches include: Elvis Presley's favorite sandwich was peanut butter and banana, President Bush chooses PB&J for a working lunch. (Whole Wheat Bread with Raspberry Jam) and finally, when Charles Lindbergh tried his luck flying across the Atlantic, he only packed 4 sandwiches for that famous journey.

Operation Food Search is the largest distributor of free food in the St. Louis metropolitan area, helping 300 partner agencies serve 100,000 people every month. Nearly half of those people are children.

Saint Louis Bread Co./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 only the highest quality, fresh ingredients in the food we offer, and making a lasting contribution 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 operates 1,101 bakery-cafes (430 company-owned and 671 franchised) as of March 27, 2007. For more information, visit www.panerabread.com.