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Panera Bread's Pink Ribbon Bagels® once again bring valuable dollars to Orlando Health

Orlando, FL – January 22, 2014 – Panera Bread's Pink Ribbon Bagels have proven once again they are a big hit in Central Florida and are making a difference for cancer patients at Orlando Health.

Panera Bread's 2013 Pink Ribbon Bagel campaign resulted in the sale of over 15-thousand Pink Ribbon Bagels in October raising \$40,000 for cancer services at Orlando Health. These dollars will also help support the new partnership between the UF Health Cancer Center at Orlando Health and the Cancer Support Community which will bring emotional support services to cancer patients in Central Florida. Over the past nine years, the Pink Ribbon Bagel campaign has raised over \$260,000 to support cancer programs at Orlando Health.

Photo Caption: Panera Bread presents a check for \$40,000 to Women Playing For T.I.M.E., the philanthropic arm of the Orlando Health Foundation that supports cancer programs at Orlando Health. From left, Kim Thiboldeaux, President and CEO, Cancer Support Community; Dr. Diane Robinson, Program Director, Cancer Support Community at Orlando Health; Beth Rudloff, COO, UF Health Cancer Center at Orlando Health; Eryn Vargo, Panera Bread; and Dr. Mark Roh, President, UF Health Cancer Center at Orlando Health.

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About UF Health Cancer Center at Orlando Health

Orlando Health is a \$1.9 billion not-for-profit health care organization and a community-based network of physician practices, hospitals and care centers throughout Central Florida. The organization, which includes Physician Associates, one of the largest multispecialty practices in central Florida and the area's only Level One Trauma Centers for adults and pediatrics, is a statutory teaching hospital system that offers both specialty and community hospitals. They are: Orlando Regional Medical Center; Dr. P. Phillips Hospital; South Seminole Hospital; Health Central Hospital, the Arnold Palmer Medical Center, which consists of Arnold Palmer Hospital for Children and Winnie Palmer Hospital for Women & Babies; the UF Health Cancer Center – Orlando Health (effective January 31, 2014), South Lake Hospital (50 percent affiliation); and St. Cloud Regional Medical Center (20 percent affiliation). Areas of clinical excellence are heart and vascular, cancer care, neurosciences, surgery, pediatric orthopedics and sports medicine, neonatology, and women's health.

Orlando Health is one of Central Florida's largest employers with nearly 15,000 employees and more than 2,500 affiliated physicians supporting our philosophy of providing high quality care and service that revolves around patients' needs. We prove this everyday with over 110,000 inpatient admissions and nearly 690,000 outpatient visits each year. In all, Orlando Health serves 1.6 million Central Florida residents and nearly 3,000 international patients annually. Additionally, Orlando Health provides approximately \$239 million in support of community health needs. More information can be found at www.orlandohealth.com.

About Covelli Enterprises

Covelli Enterprises owns and operates more than 200 bakery-cafés in Ohio, Pennsylvania, West Virginia Kentucky and Florida including 13 cafes on the East Coast of Florida, from Martin through Flagler Counties. Covelli Enterprises is the nation's largest franchisee of Panera, LLC. Panera Bread Orlando covers Orange, Seminole, Osceola, and east side of Lake counties. Visit us on the web, www.paneraorlando.com

About Panera Bread

Panera Bread Company owns and franchises 1,673 bakery-cafes as of March 26, 2013, under the Panera Bread®, Saint Louis Bread Co.® and Paradise Bakery & Café® names. We feature high quality, reasonably priced food in a warm, inviting and comfortable environment. With our identity rooted in handcrafted, fresh-baked, artisan bread, we are committed to providing great tasting, quality food that people can trust. Nearly all of our bakery-cafes have a menu highlighted by antibiotic-free chicken, whole grain bread, and select organic and all-natural ingredients, with zero grams of artificial trans-fat per serving, which provide flavorful, wholesome offerings. Our 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 United States and in Ontario, Canada, our customers enjoy our warm and welcoming environment featuring comfortable gathering areas, relaxing decor and free Internet access. Our bakery-cafes routinely donate bread and baked goods to community organizations in need. Additional information is available on our website, <http://www.panerabread.com>.

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