



FOR IMMEDIATE RELEASE

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**TEN PANERA BREAD BAKERY-CAFES IN CONNECTICUT RAISE \$9,623 FOR
CT SPORTS FOUNDATION AGAINST CANCER DURING 1ST QUARTER 2011**

WATERFORD, CT, May 31, 2011 —Howley Bread Group, Ltd. announces that ten of its Panera Bread bakery-cafes in Connecticut, including **Waterford, Lisbon, Foxwoods, Manchester (2), Enfield, Canton, Glastonbury, Bristol and Newington**, donated a total of \$9,623.98 in the first quarter of 2011 to its Operation Dough-Nation® partner, the Connecticut Sports Foundation Against Cancer (CSFAC), based in Old Saybrook, Connecticut. The check was presented to Jane Ellis (second from left), Executive Director of the CSFAC, by Panera Bread/Howley Bread Group representatives (from left to right): John Harrington, Manager of the Waterford bakery-cafe and recently awarded Manager of the Quarter by Panera Bread/HBG; Tom Howley, Senior Vice President of Panera Bread/HBG; and Matt Langlais, Manager of the Waterford bakery-cafe. Taking this first quarter donation into account, Panera Bread/Howley Bread Group has now donated a total of \$142,194 to CSFAC since 2009.

Operation Dough-Nation® is a program committed to ensuring that every purchase at Panera Bread feeds back into the community. Cash donations made in each bakery-cafe by customers are increased through various matching programs by Panera/HBG bakery-cafes and donated to local organizations. For those interested in helping to support CSFAC, donations can be made at any counter canister at participating Panera Bread/HBG bakery-cafes. Panera Bread/Howley Bread Group's "Helping Families in Knead" theme for 2011 is an internal program created to increase the philanthropic contributions of its employees whether it be with Panera Bread based fundraising campaigns or their own personal involvement with volunteerism.

The Connecticut Sports Foundation Against Cancer is a non-profit-IRS 501 (C)(3) corporation chartered by the State of Connecticut which raises funds to directly assist struggling cancer patients and their families with living expenses (rent, mortgage payments, food and utilities).

(more)

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a Franchisee of Panera, LLC

All Panera Bread bakery-cafes are open for breakfast, lunch and dinner and offer a variety of menu items, including breads and bagels, breakfast sandwiches, creative lunch and dinner sandwiches, hand-tossed salads, homemade soups and a variety of espresso beverages. Panera Bread Catering also caters and delivers its full menu for any occasion at your office or home. Our breakfast, lunch and dinner assortment is sure to impress every time. For a Panera Bread Catering menu and more, please visit the cafe or www.paneracatering.com.

All the participating bakery-cafes are owned by one of Panera's top franchises, the Howley Bread Group, LTD of Cumberland, RI. The franchisee owns and operates a total of eleven bakery-cafes in Greater Hartford/Eastern Connecticut and a total of twenty-two in Connecticut, Southeastern Massachusetts and Rhode Island markets. For more information, please contact one of the participating bakery-cafes or visit www.panerabread.com.