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NOTED BALTIMORE ARCHITECTURE FIRM COMPLETES DESIGN FOR CANTON NEIGHBORHOOD PANERA BREAD RESTAURANT

L2M Blends Charm and Warmth of Historical Landmark with Recognized Brand Identity

BALTIMORE – October 30, 2008 – L2M, Inc., a nationally recognized architecture and design firm with expertise in retail, travel & leisure, foodservice and health care design announced today it has completed a design project with Panera Bread, currently one the nation's fastest-growing companies. The newest location recently opened in Baltimore's trendy Canton neighborhood located along the outer harbor in the southeastern section of the city.

As experts in design within the context of existing architecture, project designers with L2M, Inc. incorporated their specialized talents to create a look that reinforced the Panera Bread brand while incorporating elements from Baltimore's historic Old National Bohemian Beer Distributing and Bottle Building. The result presents a contemporary feel that preserves historic charm and warmth while providing a distinctive setting that is consistent with the cosmopolitan character of this fast-growing area.

Throughout the 5,200 square foot design, open spaces, high ceilings and exposed brick of the historic building are interwoven with national Panera Bread branding elements.

"We are enhancing the brand personality of Panera Bread with this design," said L2M Inc., Principal Jeff Mahler. "Up-fit projects in historic buildings allow L2M's design specialists to blend the present with the past, linking modern amenities without compromising historical significance."

L2M Inc. worked with Lemek, LLC, the company that currently operates 40 Panera Bread franchises in the Baltimore and DC metro areas, to complete the project. The Canton location of Panera Bread will open in fall 2008.

About L2M:

Headquartered in Baltimore, L2M is a full-service, nationally recognized architecture firm with advanced expertise in retail, health care, travel & leisure and foodservice design. Emphasizing innovation by collaboration, L2M's skilled team of architects, project managers and designers create beautiful, functional design solutions that respect each client's vision, timeline and budget.

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