

BOLDERBOULDER »» PRESS RELEASE

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Einstein Bros.® Bagels and BolderBOULDER, a perfect fit!

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BolderBOULDER announced today that Einstein Bros. Bagels will be the official Fast Casual restaurant of the 2010 BolderBOULDER 10K.

“We’re excited that Einstein Bros. Bagels will be a partner with the race. We see this as a perfect fit, as their restaurants align with our mission of promoting a healthy and active lifestyle. Einstein Bros. Bagels is a healthy and nutritious breakfast and lunch option, perfect for runners.” said BolderBOULDER Race Director, Cliff Bosley.

Last year the BolderBOULDER attracted more than 53,000 racers, runners, joggers, walkers and wheelchair participants, ranking the event the 2nd largest road race in the US!

As part of the sponsorship, Einstein Bros. Bagels is putting its bagels in the mouths of BolderBOULDER runners. Not only is Einstein Bros Bagels giving every participant a free bagel coupon as a part of the event calendar, after this year’s race every participant will be rewarded with a free bagel and shmear coupon as a part of their finisher’s certificate.

“The BolderBOULDER is an excellent fit for us,” said Jeff O’Neill, CEO of Einstein Noah Restaurant Group. “Being a Colorado based company, not only does it allow us to connect with our local community, it also allows our employees to be a part of this incredible race”.

About BolderBOULDER: The DICK’S Sporting Goods BolderBOULDER 10K, a Running USA Founding Member, is the 2nd largest running race in the USA and the 3rd largest in the world. The race attracts over 50,000 runners, walkers, and wheelchair racers, and draws professional racing teams from all over the world to compete for one of the largest non-marathon prize purse in road racing. The race starts at the north end of 30th Street in Boulder, winds through neighborhoods with live music and entertainment at every corner, and finishes in the University of Colorado’s Folsom Field. More than 150,000 spectators watch the festivities from inside the stadium and along the course. The 32nd BolderBOULDER will be held on Memorial Day, May 31, 2010.

About Einstein Noah Restaurant Group: Einstein Noah Restaurant Group, Inc. is a leading company in the quick casual restaurant industry that operates company, franchises and licenses locations under the Einstein Bros., Noah’s New York Bagels and Manhattan Bagel brands. The company’s retail system consists of approximately 600 restaurants in 36 states and the District of Columbia. The company’s stock is traded on the NASDAQ under the symbol BAGL. Visit www.einsteinnoah.com for additional information.