



FOR IMMEDIATE RELEASE

Howley Bread Group Hires New Chief Financial Officer

Westlake, Ohio – May 2009: We are pleased to announce the completion of the search for a new Chief Financial Officer for the Howley Bread Group. The Howley Bread Group is a Panera Bread franchisee, primarily on the East Coast.



After an exhaustive search of financial executives from many different industries, ASLON identified finalist candidates and presented them to Howley. In the end, Denny Abbuhl was selected to lead the organization's finance department, where he will direct and oversee all financial and information technology functions. He will report directly to the Chief Executive Officer, Lee Howley.

Denny is no stranger to the restaurant franchise world, as he most recently served as CFO for a Pizza Hut franchisee. Earlier employment experience includes Kings Medical Group in Hudson, Ohio, where he started as Controller and moved up to VP Finance and Administration. Denny is a CPA who earned his MBA from Kent State and his BS in Business Administration from Youngstown State University. The leadership team at Howley is excited to have Denny on board, with his positive energy and financial acumen, along with his proven experience in the restaurant business.

About the Howley Bread Group

In addition to its franchises, Howley Bread provides management services to multiple other Panera cafes, which include 5 legal entities in seven states. All of these companies face challenges in the down economy, and restaurants — which need to capture consumers' discretionary spending — are in a tougher spot than most. But Howley Bread finds itself with a bit of an advantage, as analysts say Panera is well positioned in the fast-casual category to keep people coming through the doors. Panera has almost 1,300 locations nationwide, more than 700 of which are franchised.

About ASLON Group

The ASLON Group is a retained executive search firm whose mission is to be the leading integrity based search firm focused on identifying, assessing and delivering world-class leaders. Our reputation is built on our ability to see a search through from the initial meeting with our client to the assimilation of the finalist into the position. We operate under very strict standards of ethics and methodologies to identify the right person to fit the culture and vision of our client. Our integrity-based mission is simply knowing and choosing what is right as we search for leaders. This mentality is also reflected in the type of leaders we find for our clients — leaders that are passionate, have a strong value system and a high emotional quotient to accompany their intelligence quotient.