



Contact: Alicia Aldrich
Fishman Public Relations
(847) 945-1300 ext 246
aaldrich@fishmanpr.com

**Einstein Bros.® Bagels and Starlight Children's Foundation Partner
to Put Smiles on Children's Faces**

*First Einstein Bros. Sponsored 'Fun Center' to be Unveiled at Duke Children's Hospital
& Health Center*

LAKEWOOD, Colo. – August 31, 2010 – A smile. Something that costs the least, but counts the most.

Einstein Bros. Bagels, a leader in the quick casual restaurant industry, today announced a partnership with Starlight Children's Foundation™ to sponsor a Fun Center™ mobile entertainment unit in each hospital where Einstein Bros. opens a new location. The very first Fun Center to be sponsored by Einstein Bros. will be unveiled on September 13, 2010 at Duke Children's Hospital & Health Center in Durham, N.C.

Designed to combat the anxiety and weariness faced by hospitalized children, a Fun Center features a Nintendo Wii™ gaming system, a DVD player, and a Sharp AQUOS™ LCD television. Fun Centers help seriously ill children and their families cope with their pain, fear and isolation through entertainment.

“Starlight Children's Foundation is one of the nation's most meaningful causes, and we stand side by side with this organization to provide entertainment and financial support for Starlight programs,” said Jeff O'Neill, chief executive officer of Einstein Noah Restaurant Group. “We recognize the importance of philanthropy and look forward to working with Starlight to make the lives of hospitalized children a little better through these Fun Centers.”

Since the program's inception more than 25 years ago, more than 6,000 Fun Centers have been placed at more than 1,300 hospitals throughout North America.

“Fun Centers address the isolation and fear sick children often experience in the hospital,” said Jenny Isaacson, Vice President of Brand Marketing and Communications for Starlight Children's Foundation. “We know the positive impact a Fun Center can have especially when parents and other visitors aren't able to be at a child's bedside. We are thrilled to partner with Einstein Bros. Bagels to ease loneliness and anxiety while helping kids just be kids even when they're in the hospital.”

About Einstein Noah Restaurant Group

Einstein Noah Restaurant Group, Inc. is a leading company in the quick-casual restaurant industry that operates and licenses locations primarily under the Einstein Bros. and

Noah's New York Bagels brands and primarily franchises locations under the Manhattan Bagel brand. The company's retail system consists of approximately 600 restaurants in 36 states and the District of Columbia. It also operates a dough production facility. The company's stock is traded on the NASDAQ under the symbol BAGL. Visit www.einsteinnoah.com for additional information.

About Starlight Children's Foundation

When a child or teenager has a serious medical condition, everyone in the family is affected. For more than 25 years, Starlight Children's Foundation has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of chapters and offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight.org.

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