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OUTSIDE MAGAZINE NAMED GREAT HARVEST FRANCHISING, INC.

ONE OF AMERICA'S BEST PLACES TO WORK IN 2010!

DILLON, MT, APRIL 6, 2010 – Great Harvest Franchising, Inc. today was named to *Outside* magazine's (www.outsideonline.com) third annual "Best Places to Work" list. *Outside*'s "Best Places to Work" list involved a year-long, nationwide selection process with non-profit and for-profit organizations with at least 15 employees. The finalist list was selected based on confidential employee-satisfaction surveys addressing benefits, compensation, policies, job satisfaction, environmental initiatives, and community outreach programs. These results were analyzed by Best Companies Group experts, who selected the top 50 companies that also enhanced their employees' enjoyment of active endeavors, and environmental and social involvement.

"It's truly an honor to receive the 'Best Places To Work' designation from Outside Magazine," said Great Harvest CEO Mike Ferretti. "This company was founded on democratic workplace principles and an inspiring mission statement, which – among other things – underscores the importance of creating amazing whole grain bread, having fun doing it, running fast to help customers and giving generously to others. We're also headquartered in southwestern Montana where enjoying the outdoors and living a healthy, balanced lifestyle is the rule, not the exception."

Michael Roberts, executive editor of *Outside* said, "The 'Best Places to Work' list represents companies that come from a vast array of industries, yet all following the same enlightened path. Companies like Great Harvest are successful businesses in a challenging economy precisely because they support a proper work-life balance. They know that benefits like on-site gyms and fitness classes, reimbursements for ski passes and sports racing fees, and support for community service efforts during work hours make their employees happier and thus more productive."

Founded in 1976 in Great Falls, Mont., Great Harvest Franchising, Inc. has more than 200 bakeries located throughout the nation including Alaska and Hawaii. Great Harvest is known for handcrafted breads made with freshly ground whole wheat from the high plains of Montana. Today the neighborhood bakeries create an array of legendary fresh-baked breads and sweets, as well as specialty items during holidays, all with pure-and-simple ingredients. Great Harvest bakeries purchase their whole grains from family-owned farms in Montana. The whole wheat is milled daily in the bakeries to guarantee products are rich in taste and nutrients.

Outside is America's number-one active-lifestyle magazine, with more than two million readers a month. For 30 years, we've been dedicated to covering travel, sports, adventure, health and fitness, as well as the personalities, the environment, and the style and culture of the world *Outside*. Along with many other

accolades, *Outside* is the only magazine ever to receive three consecutive National Magazine Awards for General Excellence. For more information, visit www.outsideonline.com.

Best Companies Group works with national and local partners around the country to establish and manage “Best Places to Work,” “Best Companies,” and “Best Employers” programs on a national, statewide, and regional basis. Through its thorough workplace assessment, utilizing employer questionnaires and employee-satisfaction surveys, BCG identifies and recognizes companies who have been successful in creating and maintaining workplace excellence.

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