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Give the Gift of Jack

Jack in the Box® restaurants introduce reloadable Jack Cash cards - the perfect holiday gift

SAN DIEGO, November 22, 2004 -- Looking for a hot holiday present that is sure to get an "ooh," an "aah" and a "yum"? Then head to your nearest Jack in the Box® restaurant and pick up the new Jack Cash stored-value card. Whether it comes stuffed in a stocking or slipped in a greeting card, Jack Cash makes a great gift for the Jack fans on your shopping list.

Featuring a photo of Jack, the company's ad pitchman, Jack Cash cards are the first stored-value cards offered by a major quick-serve hamburger chain. Available in any amount from \$5 to \$100, Jack Cash cards can be purchased at virtually all Jack in the Box restaurants or online at www.jackinthebox.com. Best of all, Jack Cash cards are reloadable, truly making them the gift that keeps on giving.

"We're always looking for new ways to enhance our guests' experience as well as improve speed of service," said Susan Pacheco, marketing services manager at Jack in the Box. "The Jack Cash card is convenient, easy to use and quicker than paying with cash or credit. The card is also a fun token for our loyal Jack followers."

In addition to being a great holiday gift, Jack Cash can be used as a personal spending card. Don't want to carry cash? Load up your Jack Cash card for a week's worth of lunches. Or send a card to a son or daughter away at college so he or she will always have meal money on hand.

Jack Cash cards are available now at all participating Jack in the Box restaurants. Jack in the Box Inc. (NYSE: JBX) operates and franchises two restaurant chains, Jack in the Box® and Qdoba Mexican Grill®, in 33 states combined. Jack in the Box is one of the nation's largest hamburger chains, with more than 2,000 restaurants, and Qdoba Mexican Grill is an emerging leader in fast-casual dining, with approximately 180 restaurants. Based in San Diego, Jack in the Box Inc. has about 46,000 employees.