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First Jack in the Box® Restaurant Opens in Greenville, S.C.

GREENVILLE, S.C. - Jack in the Box Inc., operator and franchiser of 1,700-plus Jack in the Box® restaurants, on June 4 opened its first Jack in the Box location in Greenville, S.C. -- at 1102 Woodruff Road.

Greenville/Spartanburg is the newest market in the company's expansion from the western U.S. to the Southeast. Since 1999, the company has opened 40 restaurants in the Charlotte, N.C., Baton Rouge, La., and Nashville, Tenn., markets. Several more restaurants are expected to open in Greenville/Spartanburg this year.

Jack in the Box is popular among fast-food customers as much for its entertaining television ads as it is for its diverse menu of hamburgers, chicken sandwiches, finger foods and real ice cream shakes. The ads feature the company's fictional founder, Jack, who sports a pointy, yellow hat atop an oversized, ping-pong ball-shaped head. Revered by the chain's target audience of men age 18-34, Jack's snappy wit and no-nonsense attitude toward delicious food promises his guests nothing short of an excellent experience at Jack in the Box restaurants.

The new 2,800-square-foot restaurant, managed by Edgar Paez, employs approximately 45 local residents, seats 68 customers and features the chain's signature "hassle-free" drive-thru, which includes easy-to-read menu boards and a digital order-confirmation screen.

Celebrating its 50th anniversary, Jack in the Box Inc. is the nation's first major drive-thru hamburger chain. With systemwide sales in 2000 of nearly \$2 billion, the San Diego-based company operates or franchises 1,706 quick-service restaurants in 16 states and has more than 41,000 employees. For additional information, visit [www.jackinthebox.com](http://www.jackinthebox.com).

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