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Fast Food's Most Decadent Burger Arrives at Jack in the Box® Restaurants

SAN DIEGO - Big burgers rule at Jack in the Box® restaurants, now home to perhaps the meatiest and cheesiest burger in the fast-food industry - the Triple Ultimate Cheeseburger.

Consisting of three beef patties, two slices of American cheese, one slice of Swiss cheese, mayo-onion sauce and a jumbo bun, the Triple Ultimate Cheeseburger is a two-fisted burger sure to satisfy the heartiest of appetites.

"The Triple Ultimate Cheeseburger is definitely not for the faint of heart," said Tammy Bailey, senior product manager for Jack in the Box. "In focus groups we discovered that our target audience, men ages 18 - 34, want more meat and cheese. So we designed the Triple Ultimate Cheeseburger for cheeseburger purists who don't want a salad on their burger."

Though this is Jack's first triple-decker, it's not the chain's first behemoth burger. Over its 50-year-history, the chain has introduced such heavyweights as the Bacon Ultimate Cheeseburger and the Ultimate Cheeseburger, but none have matched the meaty magnitude of the Triple Ultimate Cheeseburger.

Offered for a limited time, the new Triple Ultimate Cheeseburger will be available on Monday, April 16, for \$3.59 or in a combo meal with fries and a regular drink for \$4.89, at participating restaurants.

Founded in 1951, Jack in the Box Inc. (NYSE: JBX) is the nation's first major drive-thru hamburger chain. With systemwide sales of nearly \$2 billion, the San Diego-based company operates or franchises more than 1,670 quick-service restaurants in 16 states and has more than 40,000 employees.