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Buy Jack's Boxers

Just in time for holiday shopping, Jack in the Box® restaurants branches into e-commerce with sale of Jack's Gear™; on company Web site

SAN DIEGO - For Jack's loyal fans, eating at a Jack in the Box® restaurant or watching Jack's entertaining commercials just isn't enough. They want more. To satisfy fervent fans' Jack-love, Jack in the Box has launched the Jack's Gear™ Web page on the company's Web site- www.jackinthebox.com.

Sure to whip Jack fanatics into a frenzy, the new Jack's Gear Web page features a select assortment of high-quality Jack in the Box brand merchandise. On the site, Jack faithful can purchase 100-percent cotton Jack in the Boxers™ with a Jack-head logo print, antenna balls and T-shirts with famous Jackisms from commercials, such as "Cockadoodle profit" and "You are so fired," emblazoned on the front.

"Jack in the Box has very dedicated fans who really love the brand and Jack," said Megan Roth, senior marketing services manager. "Offering Jack's Gear on the Web is our way of saying thanks to all our guests for their support."

The Jack's Gear Web page is not the company's first e-gift to Jack loyalists. Last year, Jack in the Box introduced Jack's World, an interactive Internet playground loaded with fan-friendly freebies. In Jack's World, visitors can hang out in Jack's swanky executive office, e-mail postcards to friends, download screensavers, even post a photo of themselves with their favorite antenna ball. Jack's World also gives fans who don't have a Jack in the Box restaurant nearby an opportunity to interact with their favorite fictional CEO.

"With Jack's Gear and Jack's World, we've created an online destination where both dedicated Jack followers and casual fans can come and satisfy their cravings for Jack," said Patti Foley, media manager. "Using the Internet is also a key way for us to strengthen the Jack in the Box brand with our target customers, men between the ages of 18-34, who are some of the Web's savviest and heaviest users."

Founded in 1951, Jack in the Box (NYSE: JBX) is the nation's first major drive-thru hamburger chain. The company operates or franchises more than 1,634 quick-serve restaurants in 15 states, has more than 40,000 employees and is headquartered in San Diego.