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#### WHERE'S JACK?!

Jack in the Box Inc. asks for help in locating memorabilia to commemorate the company's golden anniversary

SAN DIEGO - Looking for a Louisville Slugger that Ted Williams used in 1941 - the year he batted .406? Check out the Hall of Champions in San Diego's Balboa Park. Want to see a moon rock? The San Diego Aerospace Museum, also in Balboa Park, has one, retrieved by the Apollo 17 astronauts in 1972. Dying to see an old clown head speaker box from a Jack in the Box® drive-thru or a menu board featuring Frings® and Moby Jacks®? Sorry, but you're out of luck. Unless...

Jack in the Box Inc. is celebrating its golden anniversary in 2001, and the San Diego-based company is creating an exhibit of artifacts and memorabilia to commemorate its 50 years in business. Okay, maybe an old Jack in the Box uniform doesn't have the same value as Williams' No. 9 for the Boston Red Sox, but for millions of people who grew up with Jack in the Box, some great memories are tied to the company's past.

Unfortunately for nostalgia buffs, Jack in the Box literally blew up its clown head speaker boxes, thanks to a 1980 marketing campaign. And many other artifacts from the company's past, including uniforms, menu boards and promotional items, can be found only in old photographs. But history sometimes turns up in the darnedest places. At least that's what Jack in the Box officials are hoping.

"We're turning to the public for help in creating our Jack Museum," said Ida Friemuth, the company's "curator" of Jack treasures. "Jack in the Box has served billions of customers and employed hundreds of thousands of people since opening our first restaurant in 1951. We're hoping to find a lot of great memorabilia that might be gathering dust in garages, attics, basements or private collections. Nothing is too small nor too large."

Friemuth said the company wishes only to borrow the memorabilia and that all donated items will be returned to their owners after the exhibit closes. The company is considering several venues for the exhibit, including temporary space in local museums, and will decide on a location and exhibition dates pending the results of its search.

The company is also interested in learning the whereabouts of former employees who worked at the original Jack in the Box restaurant on El Cajon Blvd. in San Diego or former employees who moved on to earn fame and/or fortune in other areas. One former restaurant employee who changed careers in the 1950s and never looked back is actor Dennis Hopper.

If you have an item that you'd be willing to part with for a short time, or information on the whereabouts of the original Jack crew or famous former employees, please contact Friemuth at 858-571-2182, or via e-mail at [jack.museum@jackinthebox.com](mailto:jack.museum@jackinthebox.com)

Founded in 1951, Jack in the Box Inc. (NYSE: JBX) celebrates its 50th anniversary in fiscal 2001. From its Southern California beginnings as one of the nation's first major drive-thru concepts, the company today maintains a coast-to-coast presence with more than 1,600 company-owned or franchised quick-serve restaurants operating in 15 states. Headquartered in San Diego, the company has approximately 42,000 employees and reported systemwide sales of nearly \$2 billion in fiscal 1999.