



October 31, 1999

JACK IN THE BOX® Restaurants Expands into Southeast with Opening of First Outlet in Baton Rouge, La.

SAN DIEGO - JACK IN THE BOX® restaurants today opened its first restaurant in Baton Rouge, La. Located at 8919 Siegen Lane, the restaurant employs 57 local employees, seats 86 customers and is the first of several outlets planned in Louisiana as the fast-food chain expands into the Southeast.

"Expansion into the Southeast has been on our drawing board for some time, and it's exciting to see all of our planning and hard work come to completion," said John Dishko, area manager for JACK IN THE BOX in Baton Rouge. "We look forward to serving local residents and to building strong ties with the Baton Rouge community."

JACK IN THE BOX brings to Baton Rouge a unique menu featuring distinctive items such as tacos and real ice cream shakes, as well as the traditional fare of burgers and fries.

The new restaurants will also feature the latest JACK IN THE BOX design.

Nicknamed "the Jetsons building" due to its futuristic look, it features a two-story high atrium, ring-topped columns, and a rounded red roof.

Baton Rouge will also soon be introduced to Jack®, the clown-headed, fictional founder and corporate icon of JACK IN THE BOX. Jack, known for his razor-edged wit and no-nonsense approach to fast food, is a minor celebrity thanks to his award-winning, humor-packed advertising campaign.

Jack in the Box Inc. operates and franchises more than 1,500 JACK IN THE BOX restaurants. With systemwide sales of \$1.8 billion, the company has 37,000 employees and is headquartered in San Diego.