



October 18, 1999

JACK IN THE BOX® Restaurants Expands into Southeast with Opening of First Outlet in Charlotte, N.C.

SAN DIEGO - JACK IN THE BOX® restaurants, operated and franchised by Jack in the Box Inc., opened its first restaurant in Charlotte, N.C. on Tuesday, Oct. 12. The new restaurant, located at 7806 Forest Point Blvd., is the first of several outlets planned 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 fruition," said Robert J. Nugent, president and chief executive officer of Jack in the Box Inc. "We look forward to serving our local residents and to building strong ties with the Charlotte community."

The company also plans to open restaurants in Baton Rouge, La., and Nashville, Tenn., before the end of the calendar year.

JACK IN THE BOX brings to Charlotte a unique menu featuring distinctive items such as tacos and real ice cream shakes, as well as the traditional fare of burgers and fries. JACK IN THE BOX has also made some additions to its menu to reflect regional tastes. Southern staples like biscuits and sweet tea will now appear alongside favorites like the Jumbo Jack® and the Sourdough Jack® hamburgers.

Charlotte will also be the first city to feature the latest in JACK IN THE BOX restaurant design. The new restaurant, which features a two-story high atrium, ring-topped columns, and a rounded red roof, is the first of its kind.

Charlotte 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 ad campaign, which has been running since 1995.

JACK IN THE BOX is also recognized as an industry leader in food safety. In 1993, the company implemented the industry's first comprehensive Hazard Analysis and Critical Control Points (HACCP) food-safety system. HACCP, originally designed by NASA, is a management tool that helps identify vulnerabilities and food-safety risks, then develops the steps to address them.

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.

