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JACK IN THE BOX® RESTAURANTS EXPANDS OREGON PRESENCE WITH OPENING OF FIRST EUGENE-AREA RESTAURANT

SAN DIEGO - Jack in the Box Inc. (NYSE: JBX) on Sunday opened its first restaurant in the greater Eugene, Ore., market, a move that signaled the fast-food hamburger chain's intention to continue expanding in the state.

The new restaurant, located at 1805 Pioneer Parkway East in Springfield, will employ

49 local residents. The dining room offers seating for 104 guests, and the restaurant features the chain's signature "hassle-free" drive thru, which includes easy-to-read menu boards and a digital order-confirmation screen.

"Our considerable success in the Portland market told us that Oregonians clearly like what Jack in the Box has to offer," said company president and CEO Robert J. Nugent. "For instance, we don't make sandwiches until after they're ordered, which means people get a hot, freshly made product whenever they come to our restaurants. That's a key distinction between our chain and some of our larger competitors, and Oregon fast-food lovers can tell the difference."

"We look forward to bringing our unique and varied menu to Eugene-area guests," he added.

Jack in the Box Inc. plans to open an additional 14 units in Oregon in fiscal year 2000, which would bring the total number of Jack in the Box restaurants in the state to 37. Overall, the company plans to open 120 new outlets in 2000.

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.