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**It's No Trick: The Monster Taco is Back at Jack in the Box®**

*Loyal fans howled for the return of their beloved Monster Taco;*

*Jack has monstrous plans for menu item that vanished in 2009*

**SAN DIEGO, October 17, 2013** — Like a long-awaited sequel to a Halloween thriller, the Monster Taco is back on the menu at Jack in the Box® restaurants. But unlike the ghosts, ghouls and goblins that'll vanish after Hallows' Eve, Jack's Monster Taco is here to stay. In fact, Jack in the Box has monstrous plans for its Monster Taco and will leverage its delectable appeal for future variations.

"With Halloween approaching, this is the perfect time to announce the return of our Monster Taco," said Iwona Alter, Division Vice President of Menu Strategy at Jack in the Box. "We're not only bringing back a guest favorite, we're planning to add new variations of our Monster Taco."

Available for just \$1.29, plus tax, at participating restaurants, Jack's Monster Taco is a twist on the classic Jack in the Box taco, only larger. It is served topped with shredded lettuce, American cheese and taco sauce.

[**Note to media:** Visit the [online press room](#) at [jackinthebox.com](http://jackinthebox.com) for a high-res image of the Monster Taco.]

**About Jack in the Box Inc.**

Jack in the Box Inc. (NASDAQ: JACK), based in San Diego, is a restaurant company that operates and franchises Jack in the Box® restaurants, one of the nation's largest hamburger chains, with more than 2,200 restaurants in 21 states. Additionally, through a wholly owned subsidiary the company operates and franchises Qdoba Mexican Grill®, a leader in fast-casual dining, with approximately 600 restaurants in 46 states, the District of Columbia and Canada. For more information on Jack in the Box and Qdoba, including franchising opportunities, visit [www.jackinthebox.com](http://www.jackinthebox.com) or [www.qdoba.com](http://www.qdoba.com). Follow Jack in the Box on [Facebook](#) and [Twitter](#).