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Jack in the Box® Restaurants Lobby for July 28 as National Drive-Thru Day
From weddings to palm trees, drive thrus peddle more than burgers and fries ♦ check out the list at www.jackinthebox.com

SAN DIEGO - In 1951, Jack in the Box® restaurants helped pioneer the fast-food industry with a novelty called "drive-thru service." The concept was simple enough: after ordering 18-cent hamburgers at a two-way intercom in a restaurant's parking lot, customers could drive to a nearby service window to pay for and retrieve their order without ever leaving their cars. That simple concept helped Jack in the Box build one of the nation's largest quick-serve chains, with revenues expected to top \$2 billion this year. Approximately two-thirds of the company's restaurant sales are still transacted via the drive thru.

These days, motorists can do a lot more than order burgers and fries through drive-thru windows. Need some money? Visit an ATM. Getting married? Stop by the Little White Wedding Chapel in Las Vegas. Planting a garden? Drive over to Evergreen Nursery in San Diego. Just thumb through the phone book and you'll find drive-thru services from A (ATMs) to Z (zoos, as in Virginia Safari Park in Natural Bridge, Va.). To recognize all drive-thru businesses, Jack in the Box is lobbying for a special day of observance - annually on July 28, beginning in 2002.

With its headquarters in San Diego, the company contacted the office of California Governor Gray Davis for support, and the Governor responded with a special commendation recognizing July 28 as Drive-Thru Day in the state.

"This event is a unique opportunity to celebrate the spirit of entrepreneurship and to recognize the history of the drive-thru," wrote Governor Davis. "By working to enhance service to their customers, these businesses made a lasting impact not only on the Golden State, but on our nation's cultural identity and life."

In addition to the California Governor's office, one of the food-service industry's major trade associations, the National Council of Chain Restaurants, is receptive to the concept of a national day observing all drive-thru businesses.

"Drive-thru service began as a convenience for motoring consumers, but it's become a necessity today that most people take for granted," said Ken Williams, president of Jack in the Box. "Businesses recognize that drive-thru service can give them a distinct competitive advantage, not to mention a boost in sales. A drive-thru window can significantly improve speed of service, which enables businesses to increase sales by serving more customers, while also satisfying the customer's desire to get in and out quickly."

Restaurants began catering to motorists in 1921, when the first drive-in opened in Dallas. Called Pig Stand, its waiters and waitresses leaped onto running boards of Model-Ts to deliver "curb service" to motorists as they sat in their parked automobiles. Just as automobiles evolved over the next 80-plus years, so have drive thrus. Restaurants have added colorful order-confirmation screens to drive-thru menu boards while digital signal processors, in both menu-board microphones and headsets worn by crewmembers, have greatly improved sound quality. In addition, more and more restaurants are adding a second drive-up window to further improve transaction speed. And if all of that weren't enough, businesses like Jack in the Box also offer 24-hour drive-thru service.

Although drive-thru service is common at quick-serve restaurants, there are a number of not-so-common drive-thru services offered these days. Jack in the Box compiled an A-Z listing of drive-thru products or services, which is posted on the company's Web site at www.jackinthebox.com/drivethru. Following is a sample of some of the things motorists can find at a drive thru:

- Dog kennel - Benchmark Pet Services, Reynoldsburg, Ohio
- Exotic dancing - Climax Gentleman's Club, New Alexandria, Penn.
- Flu shot - Loma Linda University Community Medical Center, Loma Linda, Calif.
- Gambling - Lone Star Park, Grand Prairie, Tex.
- Liquor - Daiquiri Depot, Lafayette, La.

- Mortuary - GW Thompson Chapel of Remembrance, Spartanburg, S.C.
- Wedding - Little White Wedding Chapel, Las Vegas, Nev.
- X-ray - Pharr-Reynosa International Bridge, Pharr, Tex. (Sorry, big rigs only)
- Zoo - Virginia Safari Park, Natural Bridge, Va.

"Automobile styles may come and go, and what's cool to drive today may be passe tomorrow," said Williams. "But one thing is certain - as long as cars exist and people are in a hurry, drive-thrus will remain part of America's roadside culture."

Founded in 1951, Jack in the Box is among the nation's leading fast-food hamburger chains. The company operates or franchises more than 1,820 quick-serve restaurants in 16 states and has more than 43,000 employees.