

Media Contact:
Kellee Bassaragh
kbassaragh@mww.com
213-405-3789



JACK IN THE BOX® INTRODUCES NEW SIGNATURE COCA-COLA FREESTYLE® BEVERAGE, JUMPIN' JACK SPLASH™

The first Coca-Cola Freestyle proprietary beverage available at Jack in the Box

SAN DIEGO – May 22, 2017 – Today, Jack in the Box® unveiled its new signature beverage, Jumpin' Jack Splash™. Packed with refreshing, fruity flavors, the new Jack in the Box drink will be available in more than 2,200 Jack in the Box restaurants, where Coca-Cola Freestyle® is offered.

Jumpin' Jack Splash is the first proprietary Coca-Cola Freestyle beverage for Jack in the Box. Now, Jack in the Box can satisfy customers craving for Jumpin' Jack Splash any time of day, being the first and only QSR chain to offer Coca-Cola Freestyle in both dine in and drive thru in its more than 2,200 restaurants.

“We are always looking for ways to enhance our menu and satisfy cravings,” said Iwona Alter, Chief Marketing Officer for Jack in the Box. “Our guests asked – and we listened! We are pleased to introduce our very own signature beverage for guests to enjoy – just in time for summer. We’re calling it Jumpin' Jack Splash!”

Jumpin' Jack Splash kicks summer up a notch, starting with classic Minute Maid Lemonade® mixed with the robust flavors of cherry, lime and raspberry. Jack's proprietary new drink is non-carbonated and available in diet or regular. This refreshing drink pairs perfectly with Jack's selection of breakfast, burgers, snacks, or hot and salty fries. The Jack in the Box Jumpin' Jack Splash is the perfect beverage to kick off summer – and let your taste buds discover something familiar, but unexpected!

For more information on Jack in the Box, visit jackinthebox.com and connect with Jack on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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 and Guam. Additionally, through a wholly owned subsidiary, the company operates and franchises Qdoba Mexican Eats®, a leader in fast-casual dining, with more than 700 restaurants in 47 states, the District of Columbia and Canada. For more information on Jack in the Box and Qdoba, including franchising opportunities, visit www.jackinthebox.com or www.qdoba.com.

About Coca-Cola Freestyle

Coca-Cola Freestyle debuted in 2009 as the revolutionary, touchscreen-operated dispenser that transformed the beverage industry by offering people unprecedented choice. Continuing its commitment to innovation, Coca-Cola Freestyle is testing its next generation of mid- and low-volume countertop dispensers in 2014. The Coca-Cola Freestyle portfolio offers up to 100+ beverage brands, including waters, sports drinks, lemonades and sparkling beverages. Coca-Cola Freestyle users also can select from up to 70 low- and no-calorie options, up to 90+ caffeine-free choices and up to 80+ beverage brands that are unavailable anywhere else. With so many options, Coca-Cola Freestyle truly offers the kind of variety to meet peoples' beverage needs and lifestyles. To learn more about Coca-Cola Freestyle or to find one near you, visit www.coca-colafreestyle.com, like us on Facebook at www.facebook.com/cocacolafreestyle or follow us on Twitter @ccfreestyle.

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