



August 05, 2002

It's Official!! Ronald MacDonald Calls Jack's New Burger "Delicious"
Jack in the Box® restaurants unveil major quality-improvement initiative

SAN DIEGO - Ronald MacDonald doesn't have a baggy yellow jumper or oversized shoes. He doesn't have a red wig or big red lips or heavy eye mascara. What he does have, though, is an opinion. And in Ronald MacDonald's opinion, the "new" Bacon Ultimate Cheeseburger at Jack in the Box® restaurants is "delicious!"

Beginning Monday, Aug. 5, in a television ad that may draw some comparison to the pitchclown of another major fast-food chain, MacDonald helps Jack in the Box introduce its Our Best Burgers Ever™ initiative. The new quality-improvement program combines new ingredients with new preparation and cooking procedures to enhance the chain's primary line of sandwiches. Our Best Burgers Ever also includes new packaging for all Jack in the Box products - from beverage cups to sandwich wraps to carryout bags - which will be phased in over the next few months.

Founded in 1951, Jack in the Box (NYSE: JBX) is among the nation's leading fast-food hamburger chains. The company operates or franchises more than 1,820 quick-serve restaurants in 17 states and has 43,000 employees.

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