



August 14, 2002

Jared Leaves a Subway for Jack in the Box® Commercial
Ad touts Jack's new quality-improvement initiative, "Our Best Burgers Ever"

SAN DIEGO - First, Ronald MacDonald called the "new" Bacon Ultimate Cheeseburger at Jack in the Box® restaurants delicious. Then, at the home of the Voppers, the chain's improved hamburgers were hailed as great. And now, after getting off a subway, it's Jared offering a glowing testimonial for the "new" Ultimate Cheeseburger at Jack in the Box.

Beginning Wednesday, Aug. 14, Jared 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, including the Ultimate Cheeseburger. 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.

As in other commercials promoting Our Best Burgers Ever, Jack in the Box is featuring actual testimonials from real individuals who participated in consumer research on the sandwiches. Jack, the company's fictional founder and spokesman, appears in the ads as he travels across America in a customized big rig "to see what real people think" about the big changes to his burgers.

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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