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#### Jack Rolls Out Taquitos

Jack in the Box®; restaurants introduces Mexican favorite ◆ taquitos ◆ to finger-food line-up

SAN DIEGO - - Jack might be a real hamburger-and-fries kinda guy, but he still loves to spice things up a bit. From his tacos to bacon cheddar potato wedges, Jack has never been afraid to add new flavors and tasty twists to differentiate his fast-food menu from others. And beginning on August 19, he'll do it again with his newest product - taquitos.

Made with seasoned beef rolled into a corn tortilla, Jack's taquitos are the perfect finger food - easy to dip and less messy than traditional tacos. Taquitos are also the ideal addition to Jack's innovative snack menu that features mozzarella cheese sticks, egg rolls and stuffed jalapenos.

"While taquitos are very unique for a hamburger chain, adding them to our menu is really a natural progression of what we've been doing for years," said Janet McCulley, product manager for Jack in the Box. "Jack is known for taking items you might find in sit-down restaurants and offering them in the quick-serve arena."

Jack's taquitos come in two serving sizes - three pieces for a recommended \$1.49 and five pieces for a recommended \$2.29. The taquitos come with hot sauce, but guests can order a side of real guacamole for 39 cents or sour cream for 29 cents.

Founded in 1951, Jack in the Box Inc. (NYSE: JBX) is the nation's first major drive-thru hamburger chain. The San Diego-based company operates or franchises more than 1,840 quick-serve restaurants in 17 states and has 43,000 employees.