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"New" Sourdough Jack® from Jack in the Box® a Favorite at Wendy's
TV ad to tout new quality-improvement initiative, "Our Best Burgers Ever™;"

SAN DIEGO - With consumer research confirming the popularity of its "new" Sourdough Jack® sandwich, Jack in the Box® restaurants recently sent a production crew to Wendy's home to find out more. Speaking from her folksy kitchen, in a television commercial that debuts Monday, Sept. 9, Wendy offered fictional Jack in the Box founder Jack a very real and very positive testimonial on the newly improved sandwich.

The commercial is the fourth in a series produced by Jack in the Box to promote "Our Best Burgers Ever™," a quality-improvement program that combines new ingredients with new preparation and cooking procedures to enhance the chain's primary line of sandwiches. As with the ad including Wendy, Jack in the Box is featuring actual testimonials from real people who participated in consumer research on the sandwiches. Others offering glowing testimonials include Ronald MacDonald, several residents at the home of the Voppers, and a subway-fare named Jared.

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 1,850 quick-serve restaurants in 17 states and has 43,000 employees.

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