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Jack's Big Meal Deal

Jack in the Box® restaurants offer bigger value and more choices with new three-tier combo meals

SAN DIEGO - With the economy as shaky as Ozzy Osbourne after a three-day espresso bender, getting a good deal for your dollar hasn't been that easy... until now.

After improving its burgers with the "Our Best Burgers Ever™" initiative, Jack in the Box® restaurants are now improving value with a new, combo-meal program allowing guests the flexibility to choose a meal - including sandwich, fries and drink - from among three sizes to fit their appetite and budget.

"Jack in the Box has always been known for menu variety," said Stuart Morris, product manager at Jack in the Box. "Now with the new combo meals, guests have even more opportunities to personalize their meal and satisfy their cravings all at a great value."

Jack's three new combo meals come in small, medium and large sizes. The medium and large combos also come with a newly designed, car-friendly plastic cup that fits snugly into car cupholders. Memorabilia collectors take note: The new cup will showcase two different printed designs, usually featuring an image of the chain's fictional founder Jack, every couple of months.

The medium and large combo meals are priced at a recommended 39 cents and 69 cents, respectively, above the small combo meal price. Guests also have the option to upgrade to seasoned curly fries for an additional 20 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 1,850 quick-serve restaurants in 17 states and has 43,000 employees.