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October 07, 2002

Jack's Ode to Boo Buckets  
Trick-or-treat favorite returns to Jack in the Box® restaurants today

By the pricking of Jack's thumbs,  
something wickedly cool this way comes.  
Watch the goblins and ghoulies cheer,  
for Jack's newest Boo Buckets are here.

Cooler than mom's posy-print pillowcase  
that's fringed with pearls and fancy lace,  
and more practical than bags made of plastic,  
Jack's Boo Buckets are just plain phantasmic!

With four devilish designs from which to choose,  
Jack's buckets o' boo make spooky ghosts "ooh."  
And for hauling Hallows Eve loot, there is no better -  
not for your fiendish candy go-getters.

Boo Buckets are free with a Jack's Kid's Meal® -  
even grave robbers will think that's a steal.  
So hurry to Jack's as fast as you dare,  
lest others take all the Boo Buckets there.

[About Jack in the Box Inc. \(NYSE: JBX\)](#)

Nineteen hundred and fifty one marked the first year  
That Jack in the Box burgers led drivers to steer  
Through a lane devised special for ordering such chow.  
Jack's has become a top U.S. chain now.

With one thousand, eight hundred and fifty and more,  
Jack's stores serve up burgers and french fries galore.  
In ten and seven states the chain now comprises  
Either company-owned or run as franchises.

Log onto the Web for news on this phenom;  
Type www dot jackinthebox dot com.  
Then link to "Investors" and learn all that you yearn  
about Jack and this chain and the money it earns.