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Jack in the Box Inc. and Coca-Cola Fountain Sign Five-Year Beverage Agreement

SAN DIEGO - Jack in the Box Inc. (NYSE: JBX) and Coca-Cola Fountain today announced a new five-year beverage supply and marketing agreement to continue offering Coca-Cola soft drinks at Jack in the Box® restaurants. The agreement extends the 25-year relationship between the two companies and is expected to lead to new product offerings, marketing programs and sponsorship opportunities.

"This agreement provides Jack in the Box with one of the most experienced and innovative marketing partners in the restaurant industry," said David Theno, senior vice president of quality and logistics for Jack in the Box. "And our continued alliance with Coca-Cola helps demonstrate our commitment to quality and to offering our guests the best possible dining experience."

Among the Coca-Cola brands that Jack in the Box will continue dispensing are Coca-Cola, Diet Coke, Sprite, Barq's Root Beer and Minute Maid. Per the new agreement, specialty beverages unique to Jack in the Box could also be developed. Last year, the two companies combined to produce a seasonal Root Beer Float, made with Barq's Root Beer and real vanilla ice cream.

"Each year, more than a half-billion Americans dine at Jack in the Box restaurants and enjoy Coca-Cola fountain products," said Tom A. Moore, president of Coca-Cola Fountain. "With a strong presence in the markets they serve, Jack in the Box is an emerging power brand and we are thrilled they continue to count on Coca-Cola as their beverage partner."

About Jack in the Box

Founded in 1951, Jack in the Box Inc. is among the nation's leading fast-food hamburger chains. The company operates or franchises more than 1,870 quick-serve restaurants in 17 states and employs more than 43,000 people.

About The Coca-Cola Company

Coca-Cola Fountain is part of The Coca-Cola Company (NYSE: KO), the world's largest beverage company and leading producer and marketer of soft drinks. Along with Coca-Cola, recognized as the world's best-known brand, the Company markets four of the world's top five soft drinks brands. Through the world's largest distribution system, consumers in nearly 200 countries enjoy Coca-Cola products at a rate of more than one billion servings each day.