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More Burger for a Buck

Jack in the Box® restaurants increases size, not price, of regular hamburger and introduces two new sandwiches with the bigger patty

SAN DIEGO - A regular hamburger at Jack in the Box® restaurants just got a lot bigger, with regular beef patties now two-thirds larger than before.

"Consumers want quality and value," said Tammy Bailey, senior product manager for Jack in the Box. "By substantially increasing the size of our regular hamburger patty, our customers will get a higher-quality, better tasting product at a great price."

In addition to upgrading current menu items, the company is debuting the new patty with two new burgers: the Chili Cheeseburger and Jr. Bacon Cheeseburger. Participating restaurants are offering the new additions to Jack's Value Menu for 99 cents. Jack's new Chili Cheeseburger features a hamburger patty topped with white onions, a slice of American cheese and chili. The new Jr. Bacon Cheeseburger offers a patty covered with mayo-onion sauce, two half strips of bacon, a slice of American cheese and ketchup.

Prices for most burgers featuring the bigger patty are unchanged, although the price for the Double Cheeseburger and a Jack's Kid's Meal®, including a hamburger or cheeseburger, will increase slightly.

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 1,870 quick-service restaurants in 17 states and has 43,000 employees.