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Bilingual Jack

Jack in the Box® restaurants adds Spanish-language section to its Web site as Internet use among Hispanics grows

SAN DIEGO - The number of Latinos wired into the Internet is on the rise. According to a recent survey of Hispanic consumers, up to half of Hispanic adults surf the Web on a regular basis, spending 55 percent of their time online at Spanish-language sites. To reach this emerging Web audience, Jack in the Box® restaurants has added a Spanish-language section to the Jack in the Box Web site.

The Jack en Español section includes recent news releases and information on the company's comprehensive food-safety program, its community involvement through The Jack in the Box Foundation, the chain's Spanish-language advertising campaign, and employment opportunities.

"The addition of the Jack en Español section to the Web site reflects the growing diversity of our customers and employees," said Patti Foley, media communications manager for Jack in the Box. "Spanish is the first language for many of our guests and employees, and we wanted to create an area on our site that spoke directly to them. We'll continue to develop additional content in Spanish to help keep these individuals informed on Jack in the Box news and events."

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.