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Jack's got meat and cheese - Philly style!

Jack in the Box® restaurants launches new Philly Cheesesteak Sandwich

SAN DIEGO - Before consuming the new Philly Cheesesteak Sandwich from Jack in the Box® restaurants, guests might want to practice the "Philly Lean" - stand with feet hip-width apart and bend slightly forward at the waist. Philadelphians know that this posture will enable you to enjoy the sandwich without dripping juice down the front of your shirt, thus making it look like you have the table manners of a 3-year-old.

Available now, Jack's new Philly Cheesesteak Sandwich features sliced steak marinated in pepper, onion and garlic, seasoned onions and three slices of Swiss cheese on a hearth-baked roll.

"Sub-style sandwiches, like the cheesesteak, have become very popular," said Teka O'Rourke, product manager for Jack in the Box. "And while they're not that common on fast-food menus, we know that our customers love lots of meat and cheese. So the Philly Cheesesteak seems quite at home beside our burgers and fries."

The Philly Cheesesteak is available a la carte for a suggested price of \$3.29 at all participating Jack in the Box restaurants.

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.

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