



April 14, 2003

#### Jack Goes for the Green

Jack in the Box® restaurants serve up big, market-fresh flavor with Jack's Ultimate Salads the most bountiful greens in fast food

SAN DIEGO - It's no secret that Jack makes great-tasting burgers and fries, but few know of Jack's green thumb and his wizardry with a salad bowl that is, until now.

On April 14, Jack in the Box® restaurants will introduce Jack's Ultimate Salads, a trio of high-quality and delicious salads loaded with bold flavors rarely found on a fast-food menu. With a generous serving of fresh produce and nutritious ingredients, Jack's Ultimate Salads come in three distinct styles:

- Asian Chicken Salad: Blend of spring-mix greens topped with grilled chicken strips, red onion slices, shredded carrots, mandarin orange slices, Blue Diamond® roasted slivered almonds, wonton strips, and Asian sesame dressing.
- Chicken Club Salad: Blend of spring-mix greens topped with grilled chunks of chicken, shredded cheddar cheese, grape tomatoes, red onion slices, cucumbers, bacon bits, seasoned croutons, Blue Diamond country ranch-flavored sliced almonds, and bacon ranch dressing.
- Southwest Chicken Salad: Blend of spring-mix greens topped with chunks of fajita-style chicken, black beans, roasted sweet corn, grape tomatoes, red onion slices, spicy pepper jack cheese, spicy corn sticks, and creamy southwest dressing.

Jack's new salads offer guests the opportunity to customize their meal. Toppings like almonds, croutons, wonton strips and dressings are packaged separately, so guests can build a salad that fits their tastes and appetites. Jack also offers additional salad dressings, including ranch, lite ranch and low-fat balsamic vinaigrette, which are available on request.

"The fresh, complex flavors of our salads are sit-down-restaurant quality, distinguishing them from what consumers would expect from a fast-food restaurant," said Karen Trissel, vice president of brand strategy and product development for Jack in the Box. "And the size and portability of the salads are convenient for our drive-thru or dine-in guests who are looking for a satisfying meal."

Jack in the Box Inc. (NYSE: JBX) operates and franchises two restaurant chains in 29 states: Jack in the Box® restaurants and Qdoba Mexican Grill®. Jack in the Box is the nation's first major drive-thru hamburger chain, with more than 1,880 restaurants, and Qdoba Mexican Grill is a leader in fast-casual dining, with more than 90 restaurants. With headquarters in San Diego, Jack in the Box Inc. has more than 44,000 employees. For more information, visit [www.jackinthebox.com](http://www.jackinthebox.com) and [www.qdoba.com](http://www.qdoba.com).