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Jack Goes Nuts Over New Salads

Jack in the Box® restaurants offer Blue Diamond® almonds with new premium salads

SAN DIEGO - Jack, the fictional founder for Jack in the Box® restaurants, has gone to great lengths to promote his food, from bull riding in Texas to truffle hunting in Italy. Now, in an advertising concept previously reserved for almond growers and famous chefs, Jack finds himself waist-high in a pile of Blue Diamond® almonds to promote the nutty toppings for his new line of premium salads.

Jack in the Box is including a single-serving package of Blue Diamond's roasted slivered almonds with its new Asian Chicken Salad and a package of Blue Diamond's country ranch sliced almonds with its new Chicken Club Salad. Known for offering distinctive, high-quality products not typically found at fast-food restaurants, Jack in the Box is adding the almonds and other toppings to entrees already brimming with unique and flavorful ingredients like grilled chicken, succulent grape tomatoes, chilled slices of cucumber and Mandarin oranges, real bacon bits and shredded cheddar cheese. A third new salad, Southwest Chicken, includes spicy corn sticks on the side instead of almonds and features bold ingredients like smokehouse-roasted sweet corn, hearty black beans, shredded pepper-jack cheese and fajita chicken.

Blue Diamond will debut the full-page print ads in various magazines, with trade advertising beginning this month.

Jack in the Box Inc. 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 nearly 1,900 restaurants, and Qdoba Mexican Grill is an emerging 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 and www.qdoba.com.