



June 09, 2003

The Muppets®; Take Hollywood While Jack's Customers Take Home The Muppets
Exclusive Muppet figure to be available with each Jack's Kid's Meal® purchase

LOS ANGELES - The Jim Henson Company and Jack in the Box Inc. announced today their partnership to give away one of seven exclusive Muppet™ figures, specially designed for Jack in the Box® restaurants, with the purchase of every Jack's Kid's Meal®.

Beginning June 9, Jack in the Box will distribute exclusive Muppet figures including Kermit the Frog™, Miss Piggy™, Fozzie Bear™, The Great Gonzo™, Animal™, Pepe the King Prawn™ and the Swedish Chef™.

"The Muppets have universal appeal," said Jody Sawyer, Product Manager for Jack in the Box Inc. "They are loved by kids of all ages, and we expect the promotion to be a great success."

"We are thrilled to partner with Jack in the Box to have these pop culture icons immortalized as exclusive Muppet figures," said Michael R. Polis, Senior Vice President of Marketing Worldwide for The Jim Henson Company. "We only hope that Jack's antenna balls don't get too jealous."

The Muppet figure promotion will continue through August 3, or while supplies last, at more than 1,900 Jack in the Box restaurants. Each Jack's Kid's Meal -- which includes a hamburger, cheeseburger or chicken pieces with french fries and a 16-oz. beverage -- and exclusive Muppet figure will be served in a specially designed Muppet bag that features games for kids of all ages.

ABOUT THE MUPPETS

For over 48 years, Jim Henson's Muppets™ have continued to bring joy to all generations. Notorious for their unique style of entertainment, the Muppets are international superstars. Last year, Kermit the Frog received a star on the world-famous Hollywood Walk of Fame and the Muppets celebrated the 25th anniversary of The Muppet Show™, the Emmy Award-winning television series that aired in over 120 countries. The Muppets are pop culture icons with over 5,000 licensed products in the marketplace and promotional deals with MasterCard, Macy's, McDonald's, NASCAR, General Mills and Virgin Atlantic among others. In the past year alone, the characters have appeared on Good Morning America, Today, Hannity & Colmes, Live with Regis and Kelly, The Late Late Show with Craig Kilborn, Access Hollywood and The Queen's Golden Jubilee. The Jim Henson Company recently produced It's A Very Merry Muppet Christmas Movie that aired primetime on NBC and was seen by over 11 million viewers.

ABOUT THE JIM HENSON COMPANY

The Jim Henson Company, an established leader in family entertainment for more than 45 years, is a multimedia production company; one of the top character licensors in the industry; a leading publisher of children's books and home to Jim Henson Television, Jim Henson Pictures, Jim Henson Interactive, Jim Henson Home Entertainment and Jim Henson's Creature Shop™. The Company is headquartered in Los Angeles with offices and production facilities in New York and London. The Jim Henson Company website is located at: www.henson.com.

ABOUT JACK IN THE BOX INC.

Jack in the Box Inc. (NYSE: JBX) operates and franchises two restaurant chains, Jack in the Box® and Qdoba Mexican Grill®, in 29 states combined. Jack in the Box is the nation's first major drive-thru hamburger chain, with more than 1,900 restaurants, and Qdoba Mexican Grill is an emerging leader in fast-casual dining, with nearly 100 restaurants. With headquarters in San Diego, Jack in the Box Inc. has more than 44,000 employees