



June 23, 2003

Born to Bobble

Jack bobblehead figure bounces into Jack in the Box® restaurants

SAN DIEGO - Big heads on little bodies are in! Don't believe it? Just check out eBay, which on any given day lists more than 800 bobblehead figures for auction, and though Barry Bonds and the Osbornes might be top of the bobs for now, they'll soon have to make headroom for the ultimate, real-life bobblehead -- Jack. That's right, beginning Monday, June 23, Jack in the Box® restaurants will offer a bobblehead bearing the likeness of its popular, wisecracking, fictional CEO and spokesman.

While the bobblehead concept is nothing new - the Chinese had them more than 400 years ago, and they were all the rage in the 1950s - bobblehead figures have made a huge comeback in recent years. The trend got a boost in 1999 when major league baseball teams began giving away bobblehead figures bearing the likeness of top players. And while sports figures still dominate the bobble business, today everyone is jumping on the bobblehead bandwagon.

"Bobbleheads, like antenna balls a few years ago, have had a huge resurgence in popularity," said Jody Sawyer, product manager for Jack in the Box Inc. "They're fun, kitschy and a great collectible for fans, whether it's a sports hero or a hamburger hero like Jack. "

Jack Bobblehead figures will be available for \$1.99 at all participating Jack in the Box restaurants.

Jack in the Box Inc. (NYSE: JBX) operates and franchises two restaurant chains, Jack in the Box® and Qdoba Mexican Grill®, in a combined 29 states. 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 approximately 100 restaurants. With headquarters in San Diego, Jack in the Box Inc. has more than 44,000 employees.

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