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Mini Mascots

Jack in the Box® restaurants kicks off NFL antenna ball promotion

SAN DIEGO - The upcoming football season promises lots of action on and off the field, as Jack in the Box® restaurants unleashes the smallest and spunkiest team mascots to hit the gridiron in years - NFL antenna balls - and they're ready to rev up fans from Charlotte to Seattle. But while they can't lead the crowd in the "wave" (antenna balls don't have arms, you know!) or run around the field with the cheerleaders (no legs either!), they've got more team spirit in their half-ounce, foam bodies than the NFL's best defensive linebackers combined.

Available beginning Wednesday, Aug. 20, Jack's NFL antenna balls come game-day ready in a helmet bearing the logo of one of the following teams: Arizona Cardinals, Carolina Panthers, Dallas Cowboys, Houston Texans, Oakland Raiders, San Diego Chargers, San Francisco 49ers, Seattle Seahawks and the St. Louis Rams. The antenna balls also have eye black (that gunk football players put under their eyes to keep out the sun), except the Oakland Raiders ball, which comes with the team's trademark eye patch. The antenna balls will be available free with the purchase of any large combo in select Jack in the Box markets.

"Our new NFL antenna balls make the perfect team mascots," said Jody Sawyer, product manager for Jack in the Box. "Whether you're cruising down the freeway or hosting a pre-game tailgate party in the parking lot, Jack's latest antenna balls show you're a true football fan no matter where you go."

Since reigniting the antenna ball craze in 1995 with its Classic Jack antenna topper, Jack in the Box has sold more than 22 million antenna balls, including the Millennium Jack and Holiday Jack. The NFL antenna balls will be available while supplies last.

Jack in the Box Inc. (NYSE: JBX) operates and franchises two restaurant chains, Jack in the Box® and Qdoba Mexican Grill®, in a combined 30 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.