



September 29, 2003

Vote for Free Coffee!

Jack in the Box® restaurants to offer free cup of coffee to voters on recall election day

SAN DIEGO - Californians have a huge burden resting on their shoulders. Not only will voters go to the polls on Oct. 7 to possibly select the state's next governor, but they also have to wrestle with an eye-straining, yawn-inducing ballot of 135 candidates. To keep voters awake long enough to locate their candidate of choice, Jack in the Box® restaurants throughout California will be giving away a free small coffee to any guest of voting age on Tuesday, Oct. 7, who says they have voted or will be voting. The offer will be valid while the polls are open - 7 a.m. to 8 p.m. No purchase is necessary.

Voters who take Jack up on the coffee offer, will be treated to a new brew recently introduced by the quick-serve chain. Brewed from high-quality Arabica beans, Jack's new java is available in regular and decaf.

What: Free small coffee to all eligible voters who say they have or will be voting

When: Election Day -- Tuesday, Oct. 7, from 7 a.m. - 8 p.m.

Where: All participating Jack in the Box restaurants in California

Trivia buffs might remember that this is not the first time Jack in the Box has jumped into the three-ring circus of politics. In 1996, the chain's dry-witted, burger-loving pitchman, Jack, campaigned for the top job in the White House.

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 is an emerging leader in fast-casual dining, with more than 100 restaurants. With headquarters in San Diego, Jack in the Box Inc. has more than 44,000 employees.

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