



September 29, 2003

Jack and Casper Scare up Halloween Fun

Jack in the Box® restaurants launches Boo Bucket promotion featuring Casper the Friendly Ghost

SAN DIEGO - As Halloween comes crawling near, all the tiny trick-or-treaters will scream with cheer, for Boo Buckets featuring Casper the Friendly Ghost are here! Ideal for hauling Halloween's Eve candy, Jack in the Box® restaurants Boo Buckets sure are handy.

Available beginning Monday, Sept. 29, the Boo Buckets, which come in four different designs starring Casper and a cast of assorted ghosts and goblins, also feature a coupon worth \$5 off the purchase of the live-action "Casper" movie and the animated "Casper and Wendy's Ghostly Adventures" DVDs. The buckets will be free with the purchase of a Jack's Kid's Meal at all participating Jack in the Box restaurants.

"Boo Buckets have become monstrously popular since we introduced them three years ago," said Jody Sawyer, product manager for Jack in the Box. "And now that we've teamed up with Casper, I'm sure this will be the most bountiful year for Boo Buckets yet."

About Casper the Friendly Ghost:

Casper the Friendly Ghost has been scaring up friends for nearly 60 years. Since his debut as a theatrical short in 1945, the good-hearted ghost has always been more interested in making new friends than usual ghostly activities. Over the years the beloved children's icon has been featured in thousands of comic books, over 100 animated TV episodes, three best-selling direct-to-video movies and a blockbuster feature film from Steven Spielberg.

About Classic Media:

Classic Media manages some of the world's most recognizable family-oriented properties across all media including feature film, television, home video and consumer products. The company's extensive library features a diverse collection of popular animated and live-action characters such as: Casper the Friendly Ghost, Mr. Magoo, Richie Rich, Peter Cottontail, Rudolph the Red-Nosed Reindeer, The Lone Ranger, Lassie, Underdog, Little Lulu, Pat the bunny and Lamb Chop.

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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 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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