



November 24, 2003

Deli in the Box

Jack in the Box® restaurants introduces Classics on a Roll ♦ two delicatessen-style sandwiches on hearth-baked rolls

SAN DIEGO - Though sometimes over-shadowed by more trendy fare like gourmet burritos and fancy smoothie concoctions, the simple, cold-cut sandwich is still hot when it comes to lunch-time noshing. That's why Jack in the Box® restaurants is introducing Classics on a Roll - two deli-style sandwiches featuring meats and cheeses on hearth-baked rolls.

Available beginning today, Jack's Classics on a Roll sandwiches come in two, tasty styles:

- Roasted Turkey: Oven-roasted turkey and Swiss-style cheese topped with tomatoes, lettuce, and zesty herb mayo sauce; and
- Ultimate Club: Oven-roasted turkey, hickory-smoked ham, bacon and Swiss-style cheese topped with tomatoes, lettuce and mayo-onion sauce

"We've found that many consumers have a craving for classic, deli-style sandwiches," said Kathy Moorhouse, senior product manager for Jack in the Box. "While burgers are our mainstay, our guests appreciate having a variety of sandwich styles from which to choose."

Jack's Classics on a Roll sandwiches are available for a suggested price of \$3.79 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 31 states. Jack in the Box is the nation's first major drive-thru hamburger chain, with more than 1,940 restaurants, and Qdoba Mexican Grill is an emerging leader in fast-casual dining, with more than 110 restaurants. With headquarters in San Diego, Jack in the Box Inc. has more than 44,000 employees. For more information, visit www.jackinthebox.com.