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A Burger, Fries and a Jet Ski

Jack in the Box® restaurants launch "Win Jack's Stuff" - a new game that enables players to live like Jack

SAN DIEGO, January 19, 2004 - From his private jet to his red-hot convertible, Jack, the ad spokesman for Jack in the Box® restaurants, knows a thing or two about the good life. And beginning today, Jack's customers will have the chance to make their own champagne wishes and caviar dreams come true when Jack in the Box launches "Win Jack's Stuff" - a new game that gives players a taste of life à la Jack.

The first game at Jack in the Box in 25 years, Win Jack's Stuff gives guests the opportunity to walk away with a variety of food and merchandise, from a small order of fries to two Kawasaki motorcycles. Any eligible guest purchasing a medium or large combo, or a medium or large drink, can play. Each of these orders is served with a game piece attached to the drink cup, offering two ways to play Win Jack's Stuff:

- Instant Win - a peel-off layer of the game piece offers instant-win opportunities for Game Boy Advance SP Systems, MP3 players, digital cameras or one of 5 million food prizes. There is a 1-in-4 chance of winning.
- Collect and Win - the second layer of the game piece is for a collect-and-win portion of the game. Guests who collect four matching game pieces to complete one of three prize images on the game board can win a prize in one of three categories:

Jack's Rides - A two-year lease on a Ford® Thunderbird®, two Kawasaki Z1000 motorcycles or a ride in Jack's private jet;

Jack's Toys - Jack's entertainment system, a Kawasaki Jet Ski® STX™-12 F watercraft or the contents of Jack's wallet (\$5,000 in cash);

Jack's Trips - A Hawaiian, golf or Las Vegas vacation package from Orbitz.

For more information on Win Jack's Stuff, including official rules, visit www.jackinthebox.com. Win Jack's Stuff can be played until Sunday, Feb. 23, at all participating Jack in the Box restaurants. No purchase is necessary to play or win. Void in NY, FL, PR and where prohibited.

Jack in the Box Inc. (NYSE: JBX) operates and franchises two restaurant chains, Jack in the Box® and Qdoba Mexican Grill®, in 32 states combined. Jack in the Box is the nation's first major drive-thru hamburger chain, with more than 1,950 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 45,000 employees.