



NestlA(C) USA and Jamba Announce Early Success with Ready-to-Drink Beverages

Jamba(R) Ready-to-Drink Exceeds Expectations in Eight Western States

EMERYVILLE, Calif., Aug 28, 2008 (BUSINESS WIRE) -- NestlA(C) USA, part of NestlA(C), S.A., the world's largest food and beverage company, and Jamba Inc. (NASDAQ: JMBA; NASDAQ: JMBAU; NASDAQ: JMBAW), the leading blender of fruit and other naturally healthy ingredients, today announced the early success of the Jamba(R) ready-to-drink beverages in eight Western U.S. states. Since its launch in May, Jamba(R) ready-to-drink beverages have captured a significant share of the premium juice segment, exceeding initial expectations.

Jamba Smoothies and Jamba Juicies are available in hundreds of locations, including major grocery retailers and convenience stores in California, Oregon, Utah, Nevada, Arizona, Idaho, Washington and Colorado. Retail accounts include Safeway, Albertsons, Ralph's, 7-Eleven, Raley's, and Walgreens, among others.

"We are thrilled at the success of the Jamba ready-to-drink beverages, which have surpassed our initial sales expectations," said Steve Presley, vice president, general manager premium ready-to-drink, NestlA(C) Beverage Division.

NestlA(C) is supporting the launch of Jamba RTD with significant product sampling, on-line activity, consumer outreach public relations and in-store promotions. In addition, television ads for Jamba RTD began airing in June in both San Francisco and Portland.

"The initial success of the ready-to-drink product demonstrates the power and strength of the Jamba brand outside the four walls of our retail stores, in California as well as less mature Jamba markets such as Portland," said Paul Coletta, chief marketing and brand officer at Jamba. "In just a few months, Jamba ready-to-drink has exceeded our expectations for initial sales. Based on this, we see tremendous opportunity for the product as we continue to execute upon our plan to make Jamba Juice available to our customers 24/7."

The 2008 Jamba ready-to-drink product line includes six SKUs: three Jamba Smoothies, named Strawberries Wild w/Energy Boost, Orange Dream Machine w/Immunity, Banana Berry w/Heart Healthy Boost; and, three Jamba Juicies named Orange Strawberry Banana w/Protein Boost, Mango Orange Peach w/Fiber Boost, Very Berry w/Calcium Boost.

About NestlA(C) USA

Named one of "America's Most Admired Food Companies" in Fortune magazine for the eleventh consecutive year, NestlA(C) USA provides quality brands and products that bring flavor to life every day. From nutritious meals with LEAN CUISINE(R) to baking traditions with NESTLA%(R) TOLL HOUSE(R), NestlA(C) USA makes delicious, convenient, and nutritious food and beverage products that enrich the very experience of life itself. That's what "NestlA(C). Good Food, Good Life" is all about. NestlA(C) USA, with 2007 sales of \$8.25 billion, is part of NestlA(C) S.A. in Vevey, Switzerland -- the world's largest food company -- with sales of \$90 billion. For product news and information, visit Nestleusa.com or NestleNewsroom.com.

About Jamba, Inc.

Jamba, Inc. (NASDAQ:JMBA; NASDAQ:JMBAU; NASDAQ:JMBAW) is a holding company and through its wholly-owned subsidiary, Jamba Juice Company, owns and franchises JAMBA JUICE(R) stores. JAMBA JUICE is the leading blender of fruit and other naturally healthy ingredients. Founded in 1990, Jamba strives to inspire and simplify healthy living for its customers and employees. As of July 15, 2008, JAMBA JUICE had 736 stores, of which 518 were company-owned and operated. For the nearest location or a complete menu including our breakfast smoothies with organic granola, please call: 1-866-4R-FRUIT or visit the JAMBA JUICE website at www.jamba.com. Look for Jamba's ready-to-drink Jamba(R) bottled Smoothies and Juicies on grocery store shelves.

Forward-looking Statements

This press release (including information incorporated or deemed incorporated by reference herein) contains "forward-looking statements" within the meaning of the Private Litigation Reform Act of 1995. Forward-looking statements are those involving future events and future results that are based on current expectations, estimates, forecasts, and projects as well as the current beliefs and assumptions of our management. Words such as "outlook", "believes", "expects", "appears", "may", "will", "should", "anticipates", or the negative thereof or comparable terminology, are intended to identify such forward looking statements. Any statement that is not a historical fact, including estimates, projections, future trends and the outcome of events that have not yet occurred, is a forward-looking statement. Forward-looking statements are only predictions and are subject to risks, uncertainties and assumptions that are difficult to predict. Therefore actual results may differ materially and adversely from those expressed in any forward-looking statements. Factors that might cause or contribute to such differences include, but are not limited to, those discussed under the section entitled "Risk Factors" in our reports filed with the SEC. Many of such factors relate to events and circumstances that are beyond our control. You should not place undue reliance on forward-looking statements. The Company does not assume any obligation to update the information contained in this press release.

SOURCE: Jamba Inc.

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