



## **Jamba Juice® Pours Into Safeway Stores.**

### **Leading Smoothie Brand Blends-Up Kiosk Program in Nine Safeway Locations**

## **Jamba Juice® Pours Into Safeway Stores.**

### **Leading Smoothie Brand Blends-Up Kiosk Program in Nine Safeway Locations**

**San Francisco, CA (November 4, 2005)** – Jamba Juice, the category-defining leader in freshly blended-to-order fruit smoothies, juices, and good-for-you snacks, will launch nine Jamba Juice kiosks in select Safeway, Vons and Pavilions grocery stores over the next four months. The partnership provides Jamba Juice with retail venues that diversify its existing chain of freestanding and shopping center store locations, adds convenience and accessibility, and provides Safeway customers with nutrition-packed, on-the-go snacks during their grocery store visits.

The Jamba Juice kiosks in Safeway Stores will offer the same full-service menu of smoothies, juices, and packaged snack items as Jamba Juice offers in its freestanding stores. In addition to the cult-following favorites such as Strawberries Wild, Protein Berry Pizzazz, and Mango-A-Go-Go, the menu will include smoothies and shots from the new Energy category - featuring Açai and Matcha Green Tea for a vitalizing dose of healthy, sustained energy; Energy Breakfast Blends - blending your body's favorite fuel, fruit, with nutritious soymilk and powerful Matcha Green Tea or Brazilian Açai juice blend; and Enlightened Smoothies - a range of products with 1/3 reduced calories and sugars.

In many of the Safeway stores, the newly designed kiosk will be positioned in the front section of the store adjacent to the fresh produce section, making a visual connection with Safeway's fresh fruit and vegetables - ingredients at the heart of Jamba's blenders - and the new kiosks.

The design of the new kiosk reflects Jamba Juice's clean, fresh and energetic brand. The kiosk design uses maple, brushed aluminum and a dynamic curved translucent canopy inspired by the natural colors of fruit to create a destination location within any environment.

Jamba Juices' expansion into Safeway stores comes on the heels of the company's 500th store-opening milestone, celebrated this past summer in New York City. As the category leader, the brand is continuing to explore opportunities that provide consumers with a range of Jamba Juice products that allow them to live healthy, energetic lifestyles, as well as gain easy access to their favorite smoothies and snacks.

"We continue to aggressively build the Jamba brand and work to meet the needs of our customers," said Paul Clayton, Chief Executive Officer of the company. "By forging a strategic partnership with a market-leading chain such as Safeway, we will serve people in a way that addresses their needs for convenience." Clayton continued, "Safeway is a perfect partner for Jamba Juice in that we share the same values around promoting healthy, positive living, and in delivering excellent customer service, quality products, and an energizing shopping experience."

For added convenience, over 500 California Safeway stores will begin selling jambacards™, a great gift for friends and family or an easy-to-use payment card for regular visits to Jamba Juice. The re-loadable jambacard never expires, has no maintenance fee, and the unused balance remains on the card until it is spent.

The kiosk launch 'whirls' into action on November 7th with the Safeway Livermore, California store. The following locations will be opening in-store Jamba Juice kiosks:

- o Livermore, CA
- o Arcadia, CA
- o Laguna Niguel, CA
- o Boulder, CO
- o Henderson, NV

- o Scottsdale, AZ
- o Sammamish, WA
- o Dublin, CA
- o Sacramento, CA

#### **ABOUT JAMBA JUICE**

*Jamba Juice is the category-defining leader in freshly blended-to-order fruit smoothies, juices, and good-for-you snacks. Founded in 1990 in California, today Jamba Juice has more than 515 company and franchised stores in 26 states nationwide with 7,500 employees. For the nearest location call: 1.866.4R.FRUIT or visit the Web site at [www.jambajuice.com](http://www.jambajuice.com).*

*The USDA's 2005 Dietary Guidelines for Americans recommends 5 to 9 servings of fruit and vegetables per day and the FDA recently offered an important guidance message for consumers: "Diets rich in fruits and vegetables may reduce the risk of some types of cancer and other chronic diseases." With Jamba Juice, people are well on their way to their daily dose of fruits and vegetables.*

#### **ABOUT SAFEWAY**

*Safeway Inc. is a Fortune 50 company and one of the largest food and drug retailers in North America based on sales. The company operates 1,800 stores in the United States and Canada and had annual sales of \$35.8 billion in 2004. The company's common stock is traded on the New York Stock Exchange under the symbol SWY.*

---

*For press information regarding Jamba Juice, please contact Kara Burke at GROW Marketing: 415.440.4770, [kara@grow-marketing.com](mailto:kara@grow-marketing.com).*

#### **Contacts:**

**Kara Burke** (415.440.4770)

[kara@grow-marketing.com](mailto:kara@grow-marketing.com)

Grow Marketing