



## **Jamba Juice Begins East Coast Food Rollout With Launch of California Flatbreads(TM) in New York City Locations**

### **--Made with Premium Ingredients and Available in Four Different Flavors, New California Flatbreads Pair Perfectly with Any Jamba Beverage**

EMERYVILLE, Calif., July 27, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Following the initial rollout of Jamba Juice's new food items in California last month, the company announced today the debut of its California Flatbreads in 18 New York City locations. Satisfying high customer demand for great tasting and value-priced, on-the-go food for a healthy lifestyle, Jamba Juice's tasty new California Flatbreads are all under 330 calories, range from \$3.50-\$3.75 and are made with high quality, better-for-you ingredients.

With customers becoming increasingly savvy about what goes into their food, Jamba Juice was extremely passionate in deciding on ingredients that should not be in their products. Like all of the Jamba products, the California Flatbreads contain no artificial flavors, no artificial preservatives and no high fructose corn syrup. A perfect combination of yummy ingredients on top of a crispy crust, and an excellent source of protein, the new Flatbreads make the perfect pairing to any Jamba Juice smoothie.

The lineup of California Flatbreads available all day long includes:

**Tomo Artichoko(TM) Flatbread** -- Flaxseed crust baked to perfection, brushed with lightly seasoned tomato sauce, then topped with diced artichoke hearts, a three-cheese blend and finished with crunchy bread crumbs.

**Smokehouse Chicken Flatbread** -- A thick and crispy crust topped with BBQ chicken, smokehouse-roasted sweet corn, black beans, poblano chilies, red bell peppers, and a combination of mozzarella and cheddar cheeses--all atop a thick and crispy crust.

**MediterraneYUM(TM) Flatbread** -- Crispy flaxseed crust topped with a medley of Mediterranean-style grilled veggies: zucchini, onions, bell peppers and mushrooms, with feta and mozzarella cheeses.

**Four Cheesy(TM) Flatbread** -- A classic Italian four cheese blend of Mozzarella, provolone, parmesan and romano cheeses, melted on top of a crispy crust with a tomato basil sauce.

"In a fast paced place like New York City, our customers are always looking for something they can eat on the go," said Jamba Juice VP of Innovation and Quality, Brian Lee. "Without sacrificing taste and quality, we are committed to offering our customers food served fast they won't feel guilty about eating--at lunch, or dinner, or any time in-between."

For the nearest NYC location or a complete menu, visit the JAMBA JUICE website at [www.jamba.com](http://www.jamba.com) or call 1-866-4R-FRUIT.

About Jamba, Inc.

Jamba, Inc. (Nasdaq: JMBA) is a holding company and through its wholly-owned subsidiary, Jamba Juice Company, owns and franchises JAMBA JUICE(R) stores. Founded in 1990, Jamba Juice is a leading restaurant retailer of better-for-you food and beverage offerings, including great tasting fruit smoothies, juices, teas, hot oatmeal made with organic, steel cut oats, and baked goods. As of July 14, 2009 JAMBA JUICE had 735 locations consisting of 490 company- owned and operated stores and 245 franchise stores. For the nearest location or a complete menu, visit the JAMBA JUICE website at [www.jamba.com](http://www.jamba.com) or call 1-866-4R-FRUIT.

SOURCE Jamba, Inc.

<http://www.jamba.com>

