



Jamba Juice Treats Chicago to Lunch

Company Celebrates Launch of New Food Menu with Free Wraps, Salads and Sandwiches for Chicagoans On-the-Go

CHICAGO, Aug 21, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- There is such a thing as a free lunch today as Jamba Juice celebrates the Chicago debut of its new food menu of delicious and better-for-you wraps, salads, flatbreads and fruit tea infusions with a lunchtime giveaway at three area stores. Beginning midday to meet the lunch hour rush, team members outside of the State & Randolph (166 N. State St.), Madison & Wells (190 West Madison St.) and West Jackson (209 West Jackson Blvd.) Jamba Juice locations will be passing out a selection of Jamba's tasty wraps, salads and sandwiches to busy Chicagoans looking for a satisfying and great tasting meal that they can grab on the go. The company will serve approximately 500 meals across the three locations on a first-come, first-serve basis in support of the promotion.

Available at 18 Chicago-area stores, Jamba Juice's new food menu offers a satisfying way to grab a meal on the go without sacrificing quality for speed of service. Made with high-quality ingredients, the new Grab-n-Go food, California Flatbreads(TM) and Fruit Tea Infusions(TM) are designed to meet customer demand for great tasting food that supports a healthy lifestyle.

"With this week's launch of our food menu in Chicago we thought it was the perfect time to give Chicagoans a delicious lunch on Jamba," said Kim Larson, Vice President, Marketing at Jamba Juice Company. "We are committed to providing our customers food served fast they won't feel guilty about eating and are excited to offer them a chance to try out some of our great new food items at today's event."

The Grab-n-Go items -- a portfolio of ready-made wraps, sandwiches and salads -- make a tasty meal that can be enjoyed on the fly. The Grab-n-Go food selection consists of four different wraps, including an Asian Style Chicken Wrap, Chimichurri Chicken, Greek Goodness(TM) (which is vegetarian) and the Greens and Grains Wrap (which is vegan). Jamba will also offer a Gobblelicious turkey sandwich and two salads -- Caesar the Day!(TM) and Ginger Soy Salad Joy.

The California Flatbreads(TM) -- a perfect combination of yummy ingredients on top of a crispy crust -- make a great pairing to any Jamba Juice(R) smoothie. An excellent source of protein, the California Flatbreads(TM) will come in four different flavors including Four Cheesy(TM), Smokehouse Chicken, Tomo Artichoko(TM) and MediterraneanYUM(TM).

In addition to the introduction of food, Jamba Juice is extending their drink offerings with the launch of Fruit Tea Infusions -- an infusion of organic green tea and natural fruit juices served over crushed ice. The perfect accompaniment to the new menu items, the Fruit Tea Infusions(TM) are made with all-natural ingredients, natural fruit juices, contain no high fructose corn syrup and are an excellent source of Vitamin C. With a whole serving of fruit and 160 calories in a 16 Oz serving, the Pomegranate, Passion Fruit and Prickly Pear are refreshing, healthy, and great for any time of day.

Jamba Juice customers can now enjoy a full menu of food offerings in almost 300 locations, including 18 locations in the Chicago marketplace and over 250 locations across Northern and Southern California. And, as of July 27 2009, New York City marketplace customers can also indulge in California Flatbreads.

For the nearest Chicago location or a complete menu, visit the Jamba Juice website at 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 or call 1-866-4R-FRUIT.

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