



Jamba Juice Treats Seattle to Lunch

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

SEATTLE, Sept 22, 2009 /PRNewswire via COMTEX News Network/ -- There is such a thing as a free lunch today as Jamba Juice celebrates the Seattle debut of its new food menu of delicious and better-for-you wraps, salads, California Flatbreads (TM) and Fruit Tea Infusions(TM) with a lunchtime giveaway at three area stores. Beginning at noon to meet the lunch hour rush, team members outside of the University Village (2690 NE 49th St.), Redmond (16002 Redmond Way) and Alderwood (3000 184th St. SW) Jamba Juice locations will be passing out a selection of Jamba's tasty wraps, salads and sandwiches to busy Seattleites looking for a satisfying and great tasting meal that they can grab on the go. The company will serve approximately 1,500 meals across the three locations on a first-come, first-serve basis in support of the promotion.

Available at 14 Seattle-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 and Fruit Tea Infusions are designed to meet customer demand for great tasting food that supports a healthier lifestyle.

"With this week's launch of our food menu in Seattle we thought it was the perfect time to give Seattleites 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 that 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 Wrap, Greek Goodness Wrap(TM) (which is vegetarian) and the Greens and Grains Wrap (which is vegan). Jamba will also offer its Gobblelicious turkey sandwich and two salads - Caesar the Day!(TM) and Couscous & Produce.

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

In addition to the introduction of food, Jamba Juice is extending its 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 are made with all-natural ingredients, 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 ounce serving, the Pomegranate, Passion Fruit and Prickly Pear Teas 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 14 locations in the Seattle area and over 250 locations across Northern and Southern California, Chicago and New York marketplace.

For the nearest Seattle 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.

SOURCE Jamba, Inc.

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