



## **Jamba Juice Launches Food in Hawaii Locations With Addition of California Flatbreads(TM)**

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

EMERYVILLE, Calif., Sept 30, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- (Nasdaq: JMBA) - Jamba Juice announced today the debut of its California Flatbreads in 32 Hawaii 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 \$3.75-\$4.25 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 or freshly squeezed juice.

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.

"Our customers in Hawaii are always looking for something they can eat on the go," said Brian Lee, Vice President, Innovation, Jamba Juice Company. "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 Hawaii 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.

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