



Jamba Juice Launches Fall 'Feel Good Moments' Campaign and Sweepstakes

Bananaman(TM) Offers NYC MTA Riders a Free Ride as 30 Million 'Feel Good Bucks' Hit the Streets

EMERYVILLE, Calif., Oct 05, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- In a continued effort to help people feel good about their choices both inside and outside its stores, Jamba Juice announced today the launch of its Fall 'Feel Good Moments' campaign and sweepstakes, a three-month promotion centered around making people feel good. The campaign, which is comprised of three parts including 'Feel Good Bucks', 'Feel Good Moment Sweepstakes' and unexpected public 'Feel Good Events', embraces the excitement customers have for Jamba Juice products and blends up another way to keep them feeling good.

The 30 million Jamba Juice 'Feel Good Bucks'--vouchers worth anywhere from \$1 towards a Jamba purchase to \$10,000 in cash--will be circulated through various channels including street teams, direct mail, brand partners and online. Bringing an element of surprise to Jamba Juice customers, the individual value of the Feel Good Buck will be revealed by a Jamba team member when entered at a Jamba register. All bucks are worth at least one dollar toward your Jamba purchase including the new Grab 'n Go wraps, salads, sandwiches, California Flatbreads and Fruit Tea Infusions. Some 'Feel Good Bucks' will have a Jamba gift card value worth between \$5-\$25; others with cash prizes ranging from \$50 up to the whirling \$10,000 grand prize.

Coinciding with the 'Feel Good Bucks', Jamba Juice will encourage customers to win their ultimate 'Feel Good Moment' by filling out a sweepstakes form--located on the back of their buck and in-store--and submitting it at their local Jamba Juice. Whether it's a trip to an exotic destination, supporting their favorite cause or paying off a student loan--Jamba will fulfill any wish up to \$10,000 and within the legal limits. Three lucky winners will be randomly selected and announced throughout the campaign.

"Jamba's mission revolves around promoting healthy, active fun and engaging our customers in exciting and unique ways," said James D. White, President and Chief Executive Officer, Jamba, Inc. "The Feel Good Moments campaign gives us over 30 million opportunities to engage customers through multiple channels and in a variety of memorable, positive and lighthearted ways. Our smoothies and food have always made people feel good, now Jamba is blending up a new way to make people feel good."

In addition to the sweepstakes, the Jamba Juice Jambassador, Bananaman, will be making surprise appearances across the country in high traffic areas including New York, Los Angeles, San Francisco and Chicago--making people feel good outside of the stores. Bananaman will participate in a series of stunts and activities, bringing unexpected Feel Good boosts into people's everyday routine. Bananaman's first appearance will take place tomorrow, October 6, outside MTA NYC Transit Subway Stations including Grand Central Station and Times Square-42nd Street as he passes out Pre-Valued MetroCards and Jamba 'Feel Good Bucks' to busy New Yorkers.

Jamba's Feel Good Moments Campaign will run in participating stores until January 4, 2010. To download a Feel Good Buck and for more information, please visit www.jamba.com. To follow Jamba's Feel Good Moments campaign and find out where Bananaman will be next, become a Facebook fan at: <http://www.facebook.com/jambajuice>

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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