



Surprise! Jamba Juice Treats Lucky San Francisco Cable Car Passengers to Free Rides on Saturday, October 17

Jamba's 'Feel Good Campaign' Motors on as Bananaman(TM) Hits the Streets to Pass Out Cable Car Tickets and 'Feel Good Bucks'

EMERYVILLE, Calif., Oct 16, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- (Nasdaq: JMBA) - As a part of their Fall 'Feel Good Campaign', Jamba Juice announced today that they will be bringing some unexpected feel good boosts into people's busy week-end routines by treating a thousand lucky San Franciscans and Golden State visitors to free cable car rides this Saturday, October 17. Bananaman, the Jamba Juice 'Feel Good Jambassador', will bring unexpected cheer to riders as he makes surprise appearances on San Francisco's three Cable Car lines -- Powell-Mason, Powell-Hyde and California Street -- to pass out cable car tickets and Jamba 'Feel Good Bucks.'

The three-month 'Feel Good Campaign,' is comprised of three elements 'Feel Good Bucks', 'Feel Good Moment Sweepstakes' and unexpected public 'Feel Good Events.' The campaign embraces the excitement customers have for Jamba Juice(R) products and blends up another way to keep them feeling good.

"As a Bay Area based company, we wanted to do something special in our hometown," said James D. White, president and chief executive officer, Jamba Inc. "We know how much locals and visitors alike love San Francisco's Cable Cars - so to keep them feeling good this Saturday, we are putting Bananaman in the middle of the action. He will be engaging our fans, passing out a thousand free rides and 'Feel Good Bucks', while traveling on these moving historic landmarks."

Jamba plans to give away 30 million Jamba Juice 'Feel Good Bucks' - vouchers worth anywhere from \$1 towards a Jamba product purchase to \$10,000 in cash -- during the course of this promotion. The individual value of the 'Feel Good Buck' will be revealed by a Jamba team member when entered at a Jamba register, bringing an element of surprise to lucky Jamba Juice customers. Bucks may be used at participating Jamba Juice locations to purchase any Jamba product, including the new Grab-n-Go wraps, salads, sandwiches, California Flatbreads(TM) and Fruit Tea Infusions(TM). Some 'Feel Good Bucks' can be redeemed for Jamba gift cards valued between \$5-\$25; others for cash prizes ranging from \$50 to the \$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 legal limits. Three lucky winners will be randomly selected and announced throughout the campaign.

Jamba's 'Feel Good Moments' campaign will run in participating stores until January 4, 2010. Download a 'Feel Good Buck' and learn more information about the campaign at www.jamba.com. To find out where Bananaman will be next and what's happening in conjunction with the Feel Good Moments campaign, become a facebook fan at: 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, and teas, hot oatmeal made with organic steel cut oats, wraps, salads, sandwiches, and California Flatbreads(TM), and a variety of baked goods and snacks. 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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