



Jamba Juice Lays Down New Roots in New York City

Bananaman Helps MillionTreesNYC Reach Their Goal of Planting 20,000 Trees Across Five New York Boroughs

EMERYVILLE, Calif., Oct 23, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- (Nasdaq: JMBA) -- Jamba Juice announced today that it will help New York City become a little more green as it aligns itself with MillionTreesNYC on Saturday, October 24th()to plant 20,000 trees in one day. As part of the company's Fall 'Feel Good Campaign' Jamba will bring some cheer to the volunteers, by donating gardening gloves, rain ponchos, and Jamba Feel Good Bucks--in the fifteen different planting locations across New York City. Bananaman, The Jamba Juice "Feel Good Jambassador", will be getting his own hands dirty as he digs in to help volunteers, encouraging participation and helping New York City feel good--for generations to come.

Launched just over two years ago by Mayor Bloomberg and Bette Midler, MillionTreesNYC is one of the 127 PLANYC initiatives - a citywide, public-private program with an ambitious goal: to plant and care for one million new trees across the city's five boroughs over the next decade. On October 24th, MillionTreesNYC and Jamba Juice will join forces to welcome and help to support over 1,000 volunteers working to beautify NYC neighborhoods and parks, making it a healthier, more environmentally sustainable city.

Jamba Juice is sponsoring the greening event as a part of their current Feel Good Campaign, a three month promotion comprised of three parts, including '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.

"The Jamba Juice Fall Feel Good Campaign is all about connecting with and engaging our customers in their space, becoming a part of what makes them feel good," said James D. White President and CEO, Jamba, Inc. "Aligning with MillionTreesNYC allows us to really get our hands in the soil, giving back to a Jamba community and making a mark that will last for years to come."

In addition to the sponsoring the MillionTreesNYC event, 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 Juice 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. 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: 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 October 6, 2009,

Jamba Juice had 742 locations consisting of 488 company- owned and operated stores and 254 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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