



## **Jamba Juice Caters Lunch With a Feel-Good Twist for The Women's Conference 'A Day of Transformation' Event**

### **Company Adds Mentorship Letter Exchange to Lunchtime Menu of New Jamba Juice Grab-n-Go Food Items**

EMERYVILLE, Calif., Oct 27, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- (Nasdaq: JMBA) -- Jamba Juice added a feel-good twist to its hosted lunch at yesterday's "A Day of Transformation" event presented by The Women's Conference. In addition to better-for-you Grab-n-Go food items including wraps and salads from Jamba's new food menu, the company also served up a chance for the 1,300 guests to provide some words of advice and encouragement to the girls at Los Angeles' Sacred Heart High School.

The Women's Conference 2009 hosted by California First Lady Maria Shriver and Governor Arnold Schwarzenegger is the nation's premier forum for women. For two full days, more than 100 newsmakers and world opinion leaders gather with more than 25,000 women from all walks of life to be educated, inspired and empowered to be Architects of Change in their own lives, within their communities and around the world. For today's activities, Jamba Juice has teamed up with the ShinnYo En Foundation to help create a relaxing and peaceful environment, serving Fruit Tea Infusions(TM) to over 5,000 guests.

As part of Jamba Juice's Fall Feel Good campaign, each woman at the lunch received a card filled out by a Sacred Heart High School student detailing the student's hopes and dreams for the future. Attendees responded with recommendations and thoughts based upon their own experiences.

To help further motivate the young ladies participating in the mentoring exchange, several of them will be attending tonight's Minerva Awards where four extraordinary women will be recognized for their service on the frontlines of humanity.

"The Women's Conference is a powerful and inspiring annual event," said James D. White, President and CEO, Jamba Inc. "As a company that is focused on making people feel good, we wanted to create a moment that would extend beyond the lunch and into the lives of young women--offering them sound advice on their future aspirations. The Feel Good exchange was a chance for the Women's Conference leaders of today to connect with the Women's Conference leaders of the future."

Participation in The Women's Conference Feel Good luncheon and mentorship exchange is a part of the company's Fall Feel Good Campaign. In addition to sponsoring the lunchtime event, Jamba plans to give away 30 million Jamba Juice 'Feel Good Bucks'--vouchers worth anywhere from \$1 towards a Jamba product purchase up to \$10,000 in cash-- during the course of the campaign. 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.jambajuice.com](http://www.jambajuice.com). To Follow Jamba's Feel Good Moments Campaign, become a Facebook fan at: [www.facebook.com/jambajuice](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, 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](http://www.jamba.com) or call 1-866-4R-FRUIT.

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