



Jamba Accelerating Brand Expansion Plans with Announcement of Licensing Agreement with Headline Entertainment

EMERYVILLE, Calif., Nov 06, 2009 (BUSINESS WIRE) -- Jamba, Inc. (NASDAQ: JMBA) today announced continued progress in their brand expansion plans, as its wholly-owned subsidiary, Jamba Juice Company, entered into a license agreement with Headline Entertainment to develop a line of Jamba inspired apparel.

"We've been looking for new innovative ways to expand our brand and be even more relevant to our customers. Adding an apparel line extends the Jamba brand into yet another new category, and reinforces our position as an active, lifestyle brand," said Susan Shields, Vice President, Consumer Products and Licensing, Jamba Juice Company. "We feel that Headline Entertainment's experience in the apparel sector as well as the creativity behind their products will produce a fun, vibrant apparel line."

The licensing agreement with Headline Entertainment will involve the introduction of a line of apparel to be sold to mass, specialty, and upscale retailers as well as online. Some select items will also be sold in Jamba Juice store locations.

"Extending Jamba's brand through an apparel line is an exciting opportunity for our company," said Mike Taylor, President, Headline Entertainment. "We look forward to working with the Jamba team to come up with a collection geared especially towards their customers."

Since announcing their intent to build a licensing growth platform as part of the 2009 BLEND plan, the blueprint for the Company's strategic priorities, Jamba has made significant progress in developing licensing alliances to launch new products. The Company's Jamba-branded toy blender, developed through its relationship with Think Wow Toys, is expected to hit retail shelves in mid-November. It expects its' frozen novelty products, and frozen smoothie kits, developed through its relationship with Oregon Ice Cream and The Inventure Group, respectively, to launch in retail in early 2010. The Company is exploring a number of other opportunities to extend the Jamba brand.

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.jambajuice.com or call 1-866-4R-FRUIT.

About Headline Entertainment

Headline Entertainment was formed in September 1999 and is owned by Mike Taylor and Carl Walter. Headline produces and sells licensed apparel and related products and also manages an extensive production, sales, and distribution program for a variety of high profile companies including Signatures Network and Hot Topic. Headline also manages production programs for select retailers and direct distribution to the customer for select catalog and online retailers. Headline has targeted appropriate distribution opportunities as a key element of its future growth and investment strategy. Please visit our website for more information www.headlineentertainment.net.

Forward-looking Statements

This press release (including information incorporated or deemed incorporated by reference herein) contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are those involving future events and future results that are based on current expectations, estimates, forecasts, and projects as well as the current beliefs and assumptions of our management. Words such as "outlook", "believes", "expects", "appears", "may", "will", "should", "anticipates", or the negative thereof or comparable terminology, are intended to identify such forward looking

statements. Any statement that is not a historical fact, including estimates, projections, future trends and the outcome of events that have not yet occurred, is a forward-looking statement. Forward-looking statements are only predictions and are subject to risks, uncertainties and assumptions that are difficult to predict. Therefore actual results may differ materially and adversely from those expressed in any forward-looking statements. Factors that might cause or contribute to such differences include, but are not limited to, those discussed under the section entitled "Risk Factors" in our reports filed with the SEC. Many of such factors relate to events and circumstances that are beyond our control. You should not place undue reliance on forward-looking statements. The Company does not assume any obligation to update the information contained in this press release.

SOURCE: Jamba, Inc.

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