



Jamba Juice Celebrates 30th Campus Store Opening with Launch at Northwestern University

Coming to a Campus Near You! Jamba Juice Accelerating Expansion of Non-Traditional Locations

EMERYVILLE, Calif., Sep 17, 2009 (BUSINESS WIRE) -- Jamba Juice (NASDAQ: JMBA) announced today the grand opening of its Northwestern University Jamba Juice store, the ninth college location to open in 2009 and the 30th since Jamba first ventured on campus at Stanford in 1997. The initiative builds upon Jamba's success in launching franchise kiosks and small formats on colleges and universities nationwide and brings a delicious, health-oriented, portable food option to busy students on the go.

"We know that students lead very demanding lives so we are pleased to be able to provide them with a convenient location to get their favorite smoothie without leaving campus," said Thibault de Chatellus, Senior Vice President, Global Franchise and Development, Jamba Juice Company. "We also have the added benefit of introducing a new generation of customers to our brand."

Capitalizing on the trend towards healthier fare within the multi-billion dollar QSR category, and recognized as one of the healthier food and beverage brands, Jamba offers food service operators and colleges and universities an opportunity to serve students looking for on-the-go food choices that support a healthy lifestyle. For some students, that can make Jamba Juice a destination.

"Jamba has always been focused on health and wellness and our product lineup has great appeal for students seeking a better-for-you meal alternative as well as those students just looking for a healthy-fun break from their daily routine," said Kim Larson, Vice President of Marketing, Jamba Juice Company. "Our products are made with high quality, good-for-you ingredients. They contain no artificial flavors, no artificial preservatives, no high fructose corn syrup, and zero grams of trans fat. Additionally, we have menu options available for students with special needs including non-dairy, non-gluten, vegetarian, and vegan diets."

In addition to offering better-for-you meal options, Jamba also strives to be better for the environment by working closely with campus locations to support their sustainability initiatives. Jamba does this by helping design stores on those campuses that meet stringent green standards as defined by the U.S. Green Building Council under the LEED program. Those green-friendly design features include the use of recycled materials in wall panels, carpeting, furniture fabrics and tile, the use of more natural lighting with layouts that provide direct outdoor views from 90 percent of all work spaces, and implementation of lighting and air conditioning controls that help conserve energy.

"Jamba is currently working with California Polytechnic State University and Northeastern University in support of their LEED certification efforts," continued Thibault de Chatellus. "We are committed to truly being a naturally good for you and good for the environment company."

Franchise growth in non-traditional outlets, such as college campuses, airports, malls, fitness centers, and travel centers, is a key component of the Company's 2009 Blend Plan. Generally located in student unions or university centers, Jamba Juice campus openings in 2009 include the University of Illinois, Arizona State University West, Bowling Green State University, Florida International University, Sacramento State University, SUNY Buffalo, Northeastern University, the University of California at Irvine, and its newest campus location, Northwestern University.

"I am thrilled with the progress we are achieving against our overall franchise growth strategy," stated James D. White, President and CEO, Jamba, Inc. "With the recent campus and airport openings we are well on our way to achieving our goal of opening 40 to 45 new franchise locations by close of 2009."

The Company is committed to strategically growing the Jamba brand and franchise development is one component of a broader plan for achieving that goal. The Company believes their franchise strategy will better position Jamba for growth, increasing brand presence and market share, and will provide greater overall margins with reduced capital outlay. The

Company believes there are potential opportunities for at least 2,700 total stores in the U.S.

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.

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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