



## **Costco Wholesale Corporation Launches Jamba Juice Holiday Gift Card Pack**

### ***Just in time to bring Jamba Juice home for the holiday season, Costco Wholesale Corporation launches gift card pack in select West Coast Warehouses***

EMERYVILLE, Calif., Sep 23, 2009 (BUSINESS WIRE) -- Jamba, Inc. (NASDAQ:JMBA) today announced another win in their brand expansion plans, as its wholly owned subsidiary, Jamba Juice Company, entered into an agreement with Costco Wholesale Corporation ("Costco") (NASDAQ:COST) for an exclusive promotion of Jamba Juice Gift Cards. The two-card Jamba Juice gift pack, redeemable at participating Jamba Juice locations, will be available for purchase exclusively at approximately 120 Costco warehouses on the West Coast during the holiday season and will retail for \$39.99, a savings of \$10.00 off of the regular retail price.

"We are very excited to partner with Costco to bring enhanced value to our customers," said Susan Shields, Vice President, Consumer Products and Licensing, Jamba Juice Company. "This gift card promotion will increase the awareness of the Jamba brand in the retail environment and will be synergistic with some of our new retail products launching in the fourth quarter of this year, including frozen novelties and a kid's style blender."

Jamba Juice gift cards are a great value and the perfect gift for friends, family members and colleagues. Consumers who purchase the cards can treat gift card recipients or themselves, to any item on the Jamba menu, including Jamba's great tasting, made-to-order, fresh fruit smoothies and their new deliciously delightful, better-for-you food items.

"The promotion of Jamba gift cards with Costco is exciting news for us," stated James D. White, President and Chief Executive Officer, Jamba, Inc. "This is a terrific offer that allows us to extend our brand reach to both new and existing customers at a time when many consumers are looking for ways to stretch their gift-giving dollars."

The Jamba Juice gift cards are expected to showcase in special displays at approximately 120 West Coast Costco locations starting October 15, 2009. Each selling unit will contain two twenty-five dollar cards and retail for \$39.99, a savings of twenty percent for consumers over the regular retail price. The gift cards can be redeemed at participating Jamba Juice locations.

Jamba announced their intent to expand the Jamba brand in January 2009 as part of their 2009 BLEND plan, the blueprint for the Company's strategic priorities. The Company currently has signed license agreements with Nestlé, Think Wow Toys, Oregon Ice Cream, and The Inventure Group to produce Jamba-branded products for sale in retail outlets nation-wide and continues to explore 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, 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](http://www.jamba.com) or call 1-866-4R-FRUIT.

#### **About Costco Wholesale Corporation ("Costco") (NASDAQ: COST)**

Costco currently operates 559 warehouses, including 406 in the United States and Puerto Rico, 77 in Canada, 21 in the United Kingdom, seven in Korea, six in Taiwan, nine in Japan, 32 in Mexico and one in Australia. The Company also operates Costco Online, an electronic commerce web site, at [www.costco.com](http://www.costco.com) and at [www.costco.ca](http://www.costco.ca) in Canada. The Company plans to open an additional seven to eight new warehouses (including the relocation of one to two warehouses to larger and better-located facilities) prior to the end of calendar 2009.

#### **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.

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