



Jamba Juice Debuts New Franchise Information Website

Healthy Lifestyle Franchise Purchase Information Now More Accessible with Launch of Jamba's New Website

EMERYVILLE, Calif., Sep 24, 2009 (BUSINESS WIRE) -- Jamba Juice (NASDAQ: JMBA) today announced the debut of its new franchise website, www.jambafranchise.com. The new franchise site, also accessible directly from the company website at www.jamba.com, is dedicated to making it easier for prospective franchisees to learn about franchise opportunities with Jamba.

"We announced our franchise development strategy as part of our Company BLEND plan in January 2009. Since that time we have had an influx of calls from parties interested in opening Jamba Juice stores." said Thibault de Chatellus, Senior Vice President, Global Franchise and Development, Jamba Juice Company. "We are launching our site to provide potential franchisees with round-the-clock access to detailed information about Jamba and to provide an easy way to apply for a franchise."

The new website gives prospective franchisees all the basic information they need in order to determine if the Jamba opportunity is the right investment for them. Site features include an overview of the minimum qualification and initial capital requirements, markets or units available for purchase or development, and a detailed set of questions and answers about the Jamba brand and franchise purchase process. Having completed their initial review, prospective buyers are invited to complete an online information form. This information is funneled directly to the franchise development team who responds within 48 hours to all requests.

"We based the design and content of the site on the questions and needs expressed by our potential franchisees," continued Thibault de Chatellus. "The development of the site addresses those needs by providing an easy to navigate vehicle to communicate the power of our brand with prospective franchisees. We can also now more easily educate interested parties about Jamba franchise ownership requirements and efficiently manage the franchise application process."

As previously announced on May 28, 2009, Jamba, Inc. plans to refranchise up to 150 company-owned units, primarily outside of California, and has plans to add 40 to 45 new franchise locations by the end of 2009. This franchising activity supplements the 245 currently operating franchised stores. The company believes there are potential opportunities for at least 2,700 total stores in the U.S., including both traditional and non-traditional stores. The launch of the website is an important step in supporting Jamba's franchise growth strategy.

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 Juice

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