



## **Jamba Juice Goes All Treat This Halloween With Gift Card Giveaway at Ricky's NYC SoHo Store**

### **350 Lucky Shoppers at Ricky's NYC SoHo Location to Receive \$30 Gift Card from Bananaman as Part of Jamba's "Feel Good Campaign"**

NEW YORK, Oct 30, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- (Nasdaq: JMBA) -- With Halloween just one day away, Jamba Juice is going all treat today with a surprise gift card giveaway at the Ricky's NYC in SoHo. As part of the company's Fall 'Feel Good Campaign,' Bananaman, Jamba's "Feel Good Jambassador," will surprise 350 lucky shoppers with \$30 gift cards and Jamba Feel Good Bucks - vouchers worth anywhere from \$1 towards a Jamba product purchase to \$10,000 in cash - outside of the Ricky's NYC location at 590 Broadway (between Houston and Prince Streets). The event will run from noon until 2 p.m.

Launched last month, Jamba's Feel Good Campaign is a three month, multi-part promotion designed to recreate and share the delicious feeling customers get when enjoying Jamba products Supported by three complementary initiatives - the "Feel Good Bucks," Jamba's "Feel Good Moment" sweepstakes and a series of fun, unexpected "Feel Good Events" including today's giveaway at Ricky's NYC, the campaign embraces the excitement customers have for Jamba Juice products and blends up another way to keep them feeling good. Today's giveaway at Ricky's NYC is the fourth Feel Good Event of the campaign, following Bananaman's appearances in San Francisco, where he treated one thousand people to free cable car rides, and in New York where he surprised commuters at Grand Central Station with complimentary subway fare and also helped volunteers plant trees in city parks as part of the city's MillionTreesNYC initiative.

"The Jamba Juice Fall Feel Good Campaign is all about connecting with and engaging our customers in their space, becoming a part of what makes them feel good," said James D. White, president and CEO of Jamba Inc. "Ricky's NYC is the perfect retailer for this 'feel good' surprise and we are extremely pleased to host today's Halloween gift card giveaway."

Beyond the Feel Good Events, Jamba plans to give away 30 million Jamba Juice Feel Good Bucks during the course of the campaign. The individual value of each 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, cash to support their favorite cause or help paying off a student loan--Jamba 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 and find out where Bananaman will be next, 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.

For more information about Ricky's NYC visit [www.rickysnyc.com](http://www.rickysnyc.com).

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