



Jamba Accelerating Brand Expansion Plans with Announcement of Licensing Agreement with Johnvince Foods

EMERYVILLE, Calif., Nov 06, 2009 (BUSINESS WIRE) -- Jamba, Inc. (NASDAQ: JMBA) today announced a licensing agreement with Johnvince Foods to develop a line of Jamba-branded trail mixes featuring interesting blends with unique nutritional benefits that fit a healthy, active lifestyle. The Jamba-branded trail mixes will be available in select Jamba Juice stores and other retail outlets in early 2010.

"We continue to believe that there is untapped potential to extend the Jamba brand into the retail market through the introduction of innovative products in relevant categories. We want to serve the healthy habits of our consumers wherever their day takes them," said Susan Shields, Vice President, Consumer Products and Licensing, Jamba Juice Company. "We're confident that teaming with Johnvince Foods will provide our active and health-conscience customers with a better-for-you, grab-n-go snack that would compliment any smoothie or be a wonderful treat all on its own."

"We are delighted to be able to offer the Jamba customer a health-oriented snacking option," said Joe Pulla, President, Johnvince Foods. "It's an exciting time for Jamba and we are thrilled to be partnering with them on this endeavor."

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 Johnvince Foods

Johnvince Foods is the largest Bulk Food Solution supplier and one of the largest nut processors in North America. Over the years we have established an extensive line of packaged goods under brands such as Planters (Canada), Wasco, Reddi-Snack, Beaver, and Cottage Farms. Our customers include major grocery chains, independent grocery stores, grocery produce, grocery wholesale, club, department chains, mass, drug retail, c-stores, bulk retailers, and wholesale distributors. In addition to domestic distribution, Johnvince Foods has been exporting globally for the past decade to three different continents and several countries, including Japan, Singapore, Brazil, and the Caribbean Islands.

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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