



Jack in the Box Inc.

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**FOR IMMEDIATE RELEASE:**

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**Carol DiRaimo Joins Jack in the Box Inc. as  
Vice President of Investor Relations & Corporate Communications**

**SAN DIEGO** – Jack in the Box Inc. (NYSE: JBX) today announced that Carol DiRaimo has joined the company as vice president of investor relations and corporate communications. She is assuming the investor relations responsibilities currently performed by Harold Sachs, who is retiring as vice president of investor relations and treasurer, effective Dec. 31, 2008. The company is currently exploring options for the treasury role.

DiRaimo has more than 19 years of experience in the restaurant industry. She was most recently the vice president of investor relations for Applebee's International, Inc. During her 14-year career with Applebee's, the last seven of which she managed the investor relations function, DiRaimo served in a variety of capacities, including financial planning and reporting, treasury, and corporate analysis. Before joining Applebee's in 1993, she worked at Gilbert/Robinson Restaurants Inc., which operated more than 100 casual and specialty restaurants. A certified public accountant, DiRaimo also has six years of public accounting experience with Deloitte.

“Carol has a tremendous depth of experience in all areas of finance, accounting and investor relations and has earned an outstanding reputation within the investment community,” said Linda A. Lang, chairman and chief executive officer of Jack in the Box Inc. “She’ll be instrumental in building upon the strong relationships we currently have with the investor and analyst communities.”

DiRaimo has earned numerous accolades in the field of investor relations. She was honored as “Best Investor Relations Officer” for a small- to mid-cap company by *Investor Relations Magazine*, in association with *Barron’s*, for four consecutive years – 2004, 2005, 2006 and 2007. During this period, *Investor Relations Magazine* also honored Applebee’s for “Best Overall Investor Relations” for a small-cap company. The awards are internationally recognized as the most prestigious and accurate measure of outstanding performance within the investor relations community. *Institutional Investor Magazine* named Applebee’s one of America’s Most Shareholder-Friendly Companies in 2006, and ranked Applebee’s investor relations as best in the restaurant industry in 2005 and 2006.

DiRaimo holds a bachelor’s degree in accounting from the University of Missouri-Columbia, and received her Executive MBA from Rockhurst University in Kansas City. In 2006, DiRaimo was elected to the Board of Directors of the National Investor Relations Institute (NIRI), where she serves as chairperson of the audit committee. In addition, she co-chaired NIRI’s 2006 Annual Conference, which attracted more than 1,500 investor relations professionals.

#### **About Jack in the Box Inc.**

Jack in the Box Inc., based in San Diego, is a restaurant company that operates and franchises Jack in the Box® restaurants, one of the nation’s largest hamburger chains, with more than 2,100 restaurants in 18 states. The company also operates a proprietary chain of convenience stores called Quick Stuff®, with more than 60 locations, each built adjacent to a full-size Jack in the Box restaurant and including a major-brand fuel station. Additionally, through a wholly owned subsidiary, the company operates and franchises Qdoba Mexican Grill®, a leader in fast-casual dining, with more than 450 restaurants in 40 states. For more information, visit [www.jackinthebox.com](http://www.jackinthebox.com).

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