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***** MEDIA ADVISORY *****

QDOBA MEXICAN GRILL® OPENS FIRST SUMMIT COUNTY LOCATION

Grand opening event at Dillon, Colo., location will support Starlight Children's Foundation

WHAT: In celebration of the opening of its first restaurant in Summit County on Monday, Feb. 16, Denver-based Qdoba Mexican Grill® (www.qdoba.com) is offering one free entrée and one free regular size drink to anyone who makes a monetary donation to Qdoba's national charity partner, Starlight Children's Foundation (www.starlight.org), at the new Dillon, Colo., location on Feb. 16. All donations collected during the grand opening event will be directed toward Starlight's Colorado chapter, based in Denver.

For Summit County residents and visitors who are new to Qdoba, the restaurant's menu centers on signature burritos that offer unique flavors, including poblano pesto, fajita ranchera and the queso burrito – Qdoba's most popular burrito. The menu also includes grilled quesadillas, salads, nachos, Naked Burritos® (served without a tortilla), tacos and Mexican Gumbo. All entrees are prepared in front of the customer and topped with personally selected ingredients, including one of five distinctive salsas.

WHEN: Monday, Feb. 16, 2009
10 a.m. to 10 p.m.

WHERE: Qdoba Mexican Grill
265 Dillon Ridge Road, Dillon, Colo.
970.262.6601

ABOUT QDOBA MEXICAN GRILL®

Qdoba Mexican Grill puts a fresh spin on flavors in its nouveau-Mexican fast-casual food. The menu offers a variety of choices that are all made fast, fresh and right in front of the customer. Since its beginning in Denver in 1995, the fast-casual chain has shown continued growth with more than 450 restaurants in 41 states. Qdoba is a wholly owned subsidiary of Jack in the Box Inc. (NASDAQ: JACK). Franchise development rights exist for additional Qdoba Mexican Grill restaurants in areas throughout the nation. For more information about Qdoba or about franchising opportunities with the company, please visit www.qdoba.com.

ABOUT STARLIGHT CHILDREN'S FOUNDATION™

When a child or teenager has a serious medical condition, everyone in the family is affected. For 25 years, Starlight Children's Foundation has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of chapters and offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight.org.

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