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QDOBA MEXICAN GRILL® SPONSORS STARLIGHT FUN CENTERS

Fun Centers Will Benefit Critically Ill Children Receiving Treatment in Denver and Boston

DENVER (Feb. 23, 2009) – Children undergoing treatment at Rocky Mountain Hospital for Children at Presbyterian/St. Luke's Medical Center in Denver and at Children's Hospital Boston are smiling brighter and laughing a little more thanks to two *Fun Centers* sponsored through the partnership of Starlight Children's Foundation and Qdoba Mexican Grill®. Designed to combat the anxiety and weariness faced by hospitalized children, the latest *Fun Center* model includes a Sharp® AQUOS™ LCD TV, a DVD player and a Nintendo Wii™ system.

To kick off its national partnership with Starlight Children's Foundation (details to be announced in spring 2009), Denver-based Qdoba Mexican Grill raised the funds to sponsor the *Fun Centers* during its 2008 Franchise Business Update meeting, held in Denver in October. During the meeting more than \$25,000 was raised through an auction, with funds going toward the *Fun Centers* and toward general programming for Starlight Children's Foundation. The Denver *Fun Center* was dedicated on Jan. 29 and the Boston *Fun Center* was dedicated on Feb. 2.

"*Fun Centers* address the isolation and fear sick children often experience in the hospital," said Paula Van Ness, CEO of Starlight Children's Foundation. "We know a *Fun Center* is a most welcome guest when parents and other visitors aren't able to be at a child's bedside. We are thrilled to partner with Qdoba Mexican Grill because they're committed to easing loneliness and anxiety while helping kids just be kids even when they're in the hospital."

The ease with which *Fun Centers* roll right up to the side of young patients' beds or anywhere in a hospital setting makes them perfect for hospitalized children in numerous situations: anticipating surgery, during long outpatient clinic treatments, waiting in the emergency room or fighting loneliness after visiting hours have ended. It is this versatility that has made *Fun Centers* an invaluable tool in Starlight's programmatic efforts to counter the isolation and fear often experienced by sick children. Caregivers report that *Fun Center* use may even result in a reduced need for pain medication. For more information, visit www.starlight.org/funcenter.

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 470 restaurants in 42 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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