



## **Jamba Juice Expands Presence into Twenty-Fourth State with Connecticut Store Opening**

*Local Entrepreneur Opens First Jamba Store in Orange, CT.*

ORANGE, CT., May 2, 2011 (Business Wire)— With the goal of bringing a healthy, active lifestyle brand to fans in his local community, David Katz, principal of Five Star Equity Partners, LLC, celebrated the opening of his first Jamba Juice store in Orange, Connecticut, helping launch Jamba into the Company's twenty-fourth state and newest franchise outlet.

"I am excited to bring Jamba Juice, a renowned and popular specialty beverage and food destination, officially to fans here in Orange," said David Katz, owner/operator of Jamba Juice in Orange, Connecticut. "We started the blenders whirling officially on April 29 and now local fans and visitors are able to enjoy one of our more than 30 made-to-order whole fruit smoothies, including Jamba's latest innovation in their smoothie portfolio--Fruit and Vegetable smoothies that provide one serving of veggies and two servings of fruit in every 16 oz serving. We also serve fresh squeezed orange and carrot juices, wheatgrass, and, of course, Jamba's highly regarded slow-cooked oatmeal made with organic steel cut oats."

Jamba Juice has been inspiring and simplifying healthy living since it opened its first California store in 1990. Jamba offers a portfolio of on-the-go, better-for-you menu offerings are made from quality ingredients, taste great, and contain 0g trans fat, no high fructose corn syrup, no artificial flavors, and no artificial preservatives.

Jamba will be located conveniently in the Bruegger's Store at:  
263 Boston Post Road  
Orange, CT 06477  
PH. 203-795-1300

The store will be open daily from 8:00 a.m. to 9:00 p.m. to enable fans coming or going a convenient option to pick up a nutritious and delicious menu offering. During hours of operation, parents will be able to enjoy their favorite Bruegger's coffee offering, while the kids enjoy their favorite Jamba Juice smoothie.

This is the first Jamba Juice store, for local Orange entrepreneur and franchisee, David Katz, operating principal of Five Star Equity Partners, LLC. David Katz, one of the youngest franchise operators in Jamba's system, winner of the 2011 Orange Economic Development Corporation's Business Person of the Year, and Center for Culinary Arts (Cromwell, CT) graduate, got his start in the restaurant industry honing his chef skills in several high-end restaurant kitchens in New Haven, CT. He started with Bruegger's in 2005 as a management trainee and quickly advanced with Bruegger's. In 2008, he opened his first store, and Bruegger's only franchise operation, in Orange, Connecticut. For David, the investment in Jamba Juice represents an opportunity to bring a nationally recognized health and wellness brand home to his local community, friends, and family and further the mission to inspire and simplify healthy living.

### **About Jamba Juice Company**

Founded in 1990, Jamba Juice (NASDAQ: JMBA) is a leading destination for specialty better-for-you beverage and food offerings, including great tasting whole fruit smoothies, fresh squeezed juices, hot beverages including organic coffee and tea, hot oatmeal made with organic steel cut oats, wraps, salads, sandwiches, California Flatbreads™, signature frozen yogurt, and a variety of baked goods and snacks. Jamba-branded products for at-home enjoyment are also available through select retailers across the Nation. Jamba has more than 740 locations nationwide with a growing presence in airports and on college campuses. Fans can find out more about Jamba's locations as well as specific offerings and promotions by visiting the Jamba Juice website at [www.jambajuice.com](http://www.jambajuice.com), Jamba's Facebook fan page at [www.facebook.com/jambajuice](http://www.facebook.com/jambajuice), on Twitter at [twitter@jambajuice.com](https://twitter.com/jambajuice) or by contacting Jamba's Customer Care team at 1.866.4R-FRUIT (473-7848).

### **For Jamba Juice in Orange, CT:**

Five Star Equity Partners, LLC

David Katz

203.982.6775

[dkatz@brueggers.com](mailto:dkatz@brueggers.com)