

## **Jamba Juice Expands Presence in Northeast Market with New Franchise Store Opening**

### *Local Entrepreneur Opens Franchise Jamba Juice Location in Orange Connecticut*

ORANGE, CT., February 28, 2011 — Jamba Juice, a highly recognized, healthy active lifestyle brand, announced today plans to open a new franchise store in April representing its first Connecticut location and latest new market to open as 2011 gets rolling.

“I am excited to bring Jamba Juice, an renowned and popular healthy specialty beverage destination, officially to fans here in Orange,” said David Katz, franchise owner/operator of the soon to open franchised Jamba Juice store in Orange, Connecticut. “We expect to start the blenders whirling officially on April first and once open fans will be able to enjoy one of our more than 30 made-to-order whole fruit smoothies, fresh squeezed orange and carrot juices, wheatgrass, and, of course, Jamba’s artisan slow-cooked oatmeal made with organic steel cut oats.”

Jamba Juice is committed to bringing health and happiness to customers everywhere and has been inspiring and simplifying healthy living since it opened its first California store in 1990 in San Luis Obispo. Jamba offers a portfolio of on-the-go, portable, better-for-you menu choices made from quality ingredients and developed with strict product standards including 0g trans-fat, no high fructose corn syrup, no artificial flavors, and no artificial preservatives. Jamba’s goal is to serve up simple, honest goodness that makes eating healthier easier.

Jamba’s menu provides beverage and meal options for customers, including those with special dietary needs such as non-dairy, non-gluten, vegetarian, and vegan. Jamba Juice’s iconic smoothie line-up includes All Fruit™ smoothies that are dairy free with no added sugar, Jamba Light™ smoothies, all-time favorite classics, as well as pre-boosted smoothies that are blended with a purpose to address specific dietary needs. Jamba also offers Ideal Meals™, a better-for-you meal alternative when you need something convenient and nutritious to eat, but don’t have time for a sit down meal. Latest offerings from Jamba also include its Probiotic Smoothies, a great way to support the immune system and digestive health. Additional nutritional information is available in Jamba’s nutrition guide available online at [www.jambajuice.com](http://www.jambajuice.com) or by calling customer care at 1.877.4RFRUIT.

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

The store will be open daily from 7:00 a.m. to 9:00 p.m. to enable fans coming and going a convenient option to pick up a nutritious and delicious menu offering. Parents will be able to enjoy their favorite blend of coffee at Brueggers, while the kids enjoy their favorite Jamba Juice smoothie or juice

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 and a 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 Brueggers in 2005 as a management trainee and quickly advanced. In 2008, he opened his first and Bruegger's only, franchise operation with the store in Orange. Five Star Equity Partners, LLC investment in Jamba Juice represents, to him, an opportunity to bring a nationally recognized health and wellness brand home to his local community, helping to stimulate excitement and engagement with neighbors, friends, and family.

Jamba Juice offers catering and fundraising for qualified organizations schools, community gardens, and youth groups. Jamba also offers fans an option to bring a bit of Jamba home with their Jamba-branded at-home smoothie kits, frozen novelty bars, energy drinks, boosted trail mix offerings, and superfruit shots. Fans can find out more about Jamba's branded products and their availability in the Northeast as well as specific in-store offerings and specials via the Jamba Juice website [www.jambajuice.com](http://www.jambajuice.com), Jamba's Facebook fan page at [www.facebook.com/jambajuice](http://www.facebook.com/jambajuice) or 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).

### **About Jamba Juice Company**

Jamba, Inc.'s (NASDAQ:JMBA) wholly-owned subsidiary, Jamba Juice Company, was founded in 1990 and 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™, premium 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 college campuses. For more information about Jamba Juice visit our website at [www.jambajuice.com](http://www.jambajuice.com) or call 1-866-4R-FRUIT (473-7848).

### **Contact Information:**

Five Star Equity Partners, LLC  
David Katz  
203.982.6775  
[dkatz@brueggers.com](mailto:dkatz@brueggers.com)