



National PTA and Jamba Juice Join Forces to Raise \$1 Million for Schools and PTAs Nationwide

Three-Year Partnership to Support Parents and Teachers in Creating School-Based Programs that Encourage Healthy Lifestyle Choices

CHICAGO (November 9, 2009) – The National PTA and Jamba Inc. announced today a three-year partnership to support parents and teachers in creating school-based programs that encourage healthy lifestyle choices. With the goal of raising \$1 million to support these initiatives, the partnership between National PTA and Jamba Juice leverages the strengths of both organizations to improve the health and academic performance of the nation's students by providing local PTAs with additional funding for their wellness programs. The partnership builds upon Jamba's longtime commitment to supporting local schools through fundraising efforts at the store level and furthers National PTA's mission to increase family engagement in their children's school by providing additional funding for local PTA's to create and execute programs that promote physical activity and encourage healthier eating.

These initiatives can run the gamut from bike-to-school programs, family fit nights, walkathons, health fairs and a myriad of other activities to get kids excited about exercising and making smarter food choices. To support these initiatives, Jamba and National PTA have created a School Appreciation Card—a keychain sized swipe card that can be used with every purchase at participating Jamba Juice locations. Simply go to a participating Jamba Juice store, make a purchase, swipe the card and 12% of sales will be donated back to PTA --10% to Local PTA and 2% to National PTA. Local PTAs can visit www.jambajuice.com/PTA, register for the swipe cards and a Jamba Juice team member will ship them out, letting the fun-draising begin! With a strong correlation between parent involvement in their children's schools and overall student achievement, the Jamba Juice and National PTA partnership is designed to empower local parents and communities to take charge of their children's health and academic achievement.

"Jamba Juice has a great history of supporting schools and students through local event sponsorships and fundraising initiatives where neighborhood Jamba Juice stores donate a percentage of the sales back to participating schools," said Charles J. "Chuck" Saylor, National PTA president. "We are excited to join with the company in this new partnership, which will enable us to further support the impressive grassroots efforts of local PTA's across the country in improving the health and academic performance of their student bodies."

"We have always had a strong presence in our local schools and communities and this new partnership will allow us to further assist in improving the wellbeing and academic

achievement of our nation's students," said James D. White, president and CEO, Jamba Juice. "Joining with National PTA in this type of partnership is a natural fit for Jamba and will enable us to support schools and communities more effectively than ever before. For many of these local PTAs, the ingenuity to create solutions is there, but the funds may not be and we look forward to the opportunity to lend a hand in support."

Jamba Juice and National PTA will officially kick-off the partnership today in San Francisco with an event to honor 45 PTA schools from across the country for their innovative efforts in improving the health and academic success of their children. Hosted by the Chinese Immersion School at DeAvila in San Francisco – one of this year's honorees – the event is part of National PTA's Healthy Lifestyles Month and each winning school will receive up to a \$1,000 grant in recognition of their outstanding achievement. The National PTA was able to double the number of grants it usually awards with a generous donation from Jamba Juice, allowing it to better recognize the great work of the nation's top performing PTAs.

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About National PTA: National PTA comprises millions of families, students, teachers, administrators, and business and community leaders devoted to the educational success of children and the promotion of parent involvement in schools. PTA is a registered 501(c)(3) nonprofit association that prides itself on being a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health, and welfare of children and youth.

About Jamba, Inc.: Jamba, Inc. (NASDAQ: JMBA) is a holding company and through its wholly-owned subsidiary, Jamba Juice Company, owns and franchises JAMBA JUICE® stores. Founded in 1990, Jamba Juice is a leading restaurant retailer of better-for-you food and beverage offerings, including great tasting fruit smoothies, juices, and teas, hot oatmeal made with organic steel cut oats, wraps, salads, sandwiches, and California Flatbreads™, and a variety of baked goods and snacks. As of October 6, 2009, Jamba Juice had 742 locations consisting of 488 company- owned and operated stores and 254 franchise stores. For the nearest location or a complete menu, visit the Jamba Juice website at www.jambajuice.com or call 1-866-4R-FRUIT.

Forward-looking Statements

This press release (including information incorporated or deemed incorporated by reference herein) contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are those involving future events and future results that are based on current expectations, estimates, forecasts, and projects as well as the current beliefs and assumptions of our management. Words such as "outlook", "believes", "expects", "appears", "may", "will", "should", "anticipates", or the negative thereof or comparable terminology, are intended to identify such forward looking statements. Any statement that is not a historical fact, including estimates, projections, future trends and the outcome of events that have not yet occurred, is a forward-looking statement. Forward-looking statements are only predictions and are subject to risks, uncertainties and assumptions

that are difficult to predict. Therefore actual results may differ materially and adversely from those expressed in any forward-looking statements. Factors that might cause or contribute to such differences include, but are not limited to, those discussed under the section entitled "Risk Factors" in our reports filed with the SEC. Many of such factors relate to events and circumstances that are beyond our control. You should not place undue reliance on forward-looking statements. The Company does not assume any obligation to update the information contained in this press release.

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