



**MEDIA CONTACT:**

Tricia Bennett  
GroundFloor Media  
303-931-0013  
tbennett@groundfloormedia.com

**FOR IMMEDIATE RELEASE**

**QDOBA ADDS SIX NEW FRANCHISEES TO LINEUP**

*New Franchisees Commit to Collectively Opening 33 New Restaurants*

**DENVER (May 28, 2008)** – Denver-based Qdoba Mexican Grill, home of signature burritos that offer unique flavors including queso, poblano pesto and fajita ranchera, proudly announces six new franchise partners. Philadelphia-based QMG Philly Partners LLC; G&J Foods based in Sandusky, Ohio; Wieser Enterprises Inc. based in Cape Girardeau, Mo.; Big Burritos LLC based in Hattiesburg, Miss.; KTAAP Inc. of Peoria, Ill.; and K-H Enterprises Inc. based in Kearney, Neb., formed restaurant agreements with Qdoba and collectively, the franchisees plan to open 33 new Qdoba restaurants.

Named by Technomic as the fastest growing restaurant concept with systemwide sales over \$200 million, Qdoba continues to rapidly expand into new territories across the country," said Todd Owen, vice president of franchise development for Qdoba. "We are always looking for new, experienced franchise partners and will continue to offer them solid support and unique marketing ideas to build their success."

QMG Philly Partners LLC agreed to develop 17 restaurants in the Philadelphia counties of Bucks, Lehigh and Chester as well as the New Jersey counties of Burlington, Camden and Gloucester with the first restaurant opening in late fall 2008 in Cherry Hills/Camden City. With more than 25 years of experience in casual dining, Tom Stevens partnered with Jeff Hutter, a healthcare executive, and Dr. Tom Beasley. Stevens, Hutter and Beasley found that Qdoba's "entire system of quality, foundation for positive cash flow, and unique concept" met the criteria they were seeking.

Joe Viviano, Gregg and Glenn Winnestaffer and Jeff Austin of G&J Foods plan to develop four Qdoba restaurants. The first will be in Sandusky, Ohio, and will open in the fall of 2008. The remaining units will open in Toledo, Ohio. As a longtime multi-unit kitchen manager with the Cheesecake Factory and previous director of franchise operations for Cedar Point, Viviano believes that Qdoba's price point, unique food and the increase of consumer preference for Mexican food will all contribute to success for Qdoba in the Ohio locations.

Jerry Wieser and his family will expand Qdoba's presence with three units in Cape Girardeau, Mo., Paducah, Ky., and Marion, Ill. Jerry, who has owned auto dealerships most of his life, and his family, will use their different backgrounds and a collaborative effort to develop Qdoba locations. They ate at a Qdoba in St. Louis and "loved the food and thought the concept was unique and perfect for the Cape Girardeau area."

- more -

Big Burritos plans to develop two Qdoba restaurants in Hattiesburg and the Gulf Port/Biloxi, Miss. area. Travis Bolster loves the concept and believes that his eight years of experience in the restaurant industry as well as “the food, support and professional experience I have had with Qdoba” will help build success for the unique concept in both markets. He hopes to open his first restaurant in fall 2008 in Hattiesburg.

KTAAP Inc., led by Kevin Pogue and his partner Doug Cekander, formed an agreement with Qdoba to develop six restaurants in Peoria, Bloomington/Normal, Decatur and Quincy, Ill. as well as the Quad Cities. Pogue hopes to open his first location in Peoria in late 2008 and feels that the unique concept is a great fit for central Illinois. In addition, Reed Miller of K-H Enterprises Inc., has more than 18 years experience in the industry and plans to open one unit in Kearney, Neb.

### **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 400 restaurants in 39 states. Qdoba is a wholly owned subsidiary of Jack in the Box Inc. (NYSE:JBX). Franchise development rights exist for additional Qdoba Mexican Grill restaurants in areas throughout the nation. For additional information about franchising opportunities at Qdoba, visit [www.qdoba.com](http://www.qdoba.com).

###