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FOR IMMEDIATE RELEASE**QDOBA MEXICAN GRILL GROWS LOCATIONS IN MANHATTAN WITH
NEW RESTAURANT AT 12 E. 46TH ST.**

*New restaurant located on E. 46th St., between 5th Ave. and Madison Ave.,
caters to business and residential customers*

DENVER (April 2, 2008) – Qdoba Mexican Grill is continuing to expand its presence in Manhattan by offering New Yorkers more affordable fresh meals at its fourth New York location at 12 E. 46th St., between 5th Ave. and Madison Ave. The new restaurant opened to the public on Monday, March 31.

“We are delighted to open another Qdoba in the Manhattan area,” said Gary Beisler, CEO and president of Qdoba Mexican Grill. “Now New York residents and visitors alike have four restaurant locations to choose from to visit and experience our fresh ingredients, quick service and great food.”

Qdoba's menu centers on large signature burritos that offer unique flavors, including poblano pesto, ancho chile barbecue, fajita ranchera and the queso burrito – Qdoba's most popular burrito. The menu also includes breakfast burritos, grilled quesadillas, salads, nachos, Naked Burritos®, tacos and Mexican Gumbo™. All entrees are prepared in front of the customer and topped with personally selected fresh ingredients, including one of five distinctive salsas.

In celebration of the opening, New York's own Naked Cowboy will sing at the store on Friday, April 4th from 12:30-1:30 p.m. During that time, Qdoba will give away free Naked Burritos.

To bring the flavor of Qdoba to parties, events or business meetings, Qdoba offers catering services with hot taco, nacho and Naked Burrito® bars and special box lunches. Qdoba Catering offers a refreshing alternative to traditional platters of cold-cut sandwiches or pizza, and the catering bars come complete with all five unique salsas, chafing dishes that keep meats warm and juicy, and a full set of utensils and napkins.

The new restaurant, located on E. 46th Ave., between 5th Ave. and Madison Ave., will serve customers in-store and through catering from 7 a.m. to 10 p.m. daily. For more information, call 212.661.8133. To fax orders, please fax to: 212.661.8157.

Qdoba Mexican Grill New York City Locations Include:

- 12 E. 46th St., between 5th and Madison
- 875 3rd Ave., 53rd St. and 3rd Ave.
- 216 Eighth Ave., W. 21st St. and 8th Ave.
- 208 E. 34th St., 3rd Ave. and 34th St.

- more -

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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 more information about Qdoba, please visit www.qdoba.com

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