

Contact:
Scott S. Drake
sdrake@priceandpartners.com
404-355-1645 x 108

For Immediate Release

Synq Solutions Provides Qdoba Mexican Grill® with Full-Service Marketing Solution to Drive Localized Marketing and Streamline Campaign Execution

*Leading Fast Casual Restaurant Chain to Leverage Synq's On-Demand Printing, **Intelligent Profiling** and Strategically-Located Printing and Fulfillment Centers*

September 3, 2009, Atlanta, GA—Synq Solutions, the nation's premier provider of in-store marketing and promotional support programs for the fast casual industry, today announced that Qdoba Mexican Grill® will implement Synq Solutions' full suite of customizable Web-to-print solutions in an effort to boost localized marketing and reduce marketing execution costs.

Synq Solutions will serve as the "one-stop shop" for Qdoba's marketing efforts. Once creative is finalized, Synq will execute the marketing campaigns by utilizing **Intelligent Profiling**, digital on-demand printing, fulfillment and delivery. Its printing and fulfillment centers in Las Vegas and Atlanta will provide fast delivery and reduced shipping rates to locations anywhere in the U.S.

"Synq Solutions is the ideal partner that provides a comprehensive, technology-driven solution that includes the tools we need to localize our messaging and execute it with speed and accuracy," said David Craven, director of marketing for Qdoba. "In addition, Synq's east/west printing and fulfillment centers promise a cost-effective way to distribute campaigns."

Qdoba is particularly eager to leverage Synq's *Intelligent Profiling*, an advanced technology that catalogues the "DNA" of each restaurant, including its physical attributes, product mix and zoning restrictions – ensuring it receives the correct materials every time. The profiling technology provides added quality assurance and guarantees each location receives materials that are tailored to the store configuration and local preferences.

"We are excited to provide Qdoba's approximately 500 locations with a single-source solution for enhancing its local marketing efforts," said Mike Snyder, CEO of Synq Solutions. "Qdoba is a leader in the fast casual sector and will also be a leader in how it markets to its various target markets."

About Synq Solutions

Synq Solutions is the nation's premier provider of merchandising and promotional support programs serving the quick service restaurant and retail markets. Synq Solutions' technology platform and national print and fulfillment capabilities enable the

rapid execution of marketing innovation by efficiently delivering precise, synchronized, and relevant campaigns to each location – returning maximum impact and value for each promotional dollar invested. Synq Solutions operates facilities in both Atlanta and Las Vegas to service the needs of its regional and national clients.

About Qdoba Mexican Grill®

Qdoba Mexican Grill is an artisanal Mexican kitchen where anyone can go to enjoy a fast, handcrafted meal prepared with fresh ingredients and innovative flavors. Each Qdoba restaurant showcases food that celebrates Qdoba’s passion for ingredients, a menu full of innovative flavors, handcrafted preparation and inviting service. Founded in Denver in 1995, Qdoba is among the nation’s largest Mexican fast-casual chains with approximately 500 restaurants in 42 states and the District of Columbia. Qdoba is a wholly owned subsidiary of Jack in the Box Inc. (NASDAQ: JACK). Franchise development rights exist for additional Qdoba Mexican Grill restaurants in areas throughout the nation. For more information about Qdoba or about franchising opportunities with the company, please visit www.qdoba.com.

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