# Jamba Juice and Zola Announce Licensing Agreement

*Jamba and Zola to Launch an Innovative Line of Functional Daily Superfruit Shots*

Emeryville, CA – November 2, 2010 – Jamba Juice Company (NASDAQ: JMBA), a highly recognized, healthy active lifestyle brand, and Zola, one of the fastest growing makers of functional Brazilian Superfruit beverages, today announced an exclusive licensing agreement to develop and launch an innovative new line of Jamba-branded daily Superfruit shots. The products, which target health-oriented, busy consumers, provide an easier way to get the special benefits of Brazilian Superfruits in a delicious, all-natural, and convenient daily shot. The products are expected to launch in Jamba Juice retail stores, grocery stores, and other retail outlets in early 2011.

"These products are functionally beneficial and a great fit with our growing portfolio of health and wellness products," said James D. White, chairman, president, and CEO, Jamba Juice Company. "We are excited to be working with Zola to leverage their expertise in innovating great-tasting, high-quality Brazilian Superfruit products to create a line of delicious and nutritious daily supplement shots for on-the-go consumers seeking more convenient solutions for their health needs. Together, we will create new, trend-forward, better-for-you products that will further establish Jamba as a relevant healthy, active lifestyle brand."

The new line of Jamba-branded daily Superfruit shots will come in three delicious flavors, each capturing the unique, natural health benefits inherent in select Brazilian Superfruits. Açai, with an antioxidant booster, helps to support overall cell health; Cupuaçu, with a vitality booster, helps the body recharge naturally; and Acerola and Caja, with vitamin-C booster, helps to support the immune system. Simply consume a 1-ounce shot each day to get the special functional benefits of Brazilian Superfruits.

"Zola is pleased to create an innovative product line of all natural supplements for our consumers who are increasingly seeking great taste, great quality, and value." said Chris Cuvelier, founder and CEO, Zola. "As the first company to bring packaged Açai juice to the U.S., we are continually trying to raise the bar. This is a truly revolutionary new product line which leverages our expertise in Brazilian Superfruits sourced from the Amazon Rainforest in Brazil. These products, with their natural "good for you" properties, provide a number of benefits and are much better tasting and more convenient than other daily supplements. They also help support and sustain the indigenous communities where our fruits are naturally grown and harvested. Every sip has a benefit – to you and to the planet."

In addition to Jamba Juice retail stores, Jamba Juice Company offers a broad range of Jamba-branded consumer products through various strategic licensing alliances. The Jamba licensing platform extends the brand's healthy, active lifestyle positioning to reach a greater number of consumers in new retail channels. The Company's growing portfolio of better-for-you beverage, food, snack, and lifestyle products are available in select grocery, mass merchant, club, convenience, and other retail outlets.

**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 July 13, 2010, Jamba Juice had 743 locations consisting of 432 company-owned and operated stores and 311 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 (473-7848).

**About Zola Company**
Named "Best Tasting Açai Juice" in 2010 Zola is one of the fastest growing makers of functional Brazilian Superfruit beverages. Zola was the first company to bring packaged Açai juice to the U.S. with its all natural, innovative products that consistently deliver on taste and quality. Committed to social responsibility, Zola always sustainably harvests its Açai berries, which puts the trees at their highest and best use and ultimately helps protect the trees of the Amazon. Just taste the difference and you'll see why Zola's been voted the best tasting Açai juice on the planet. For more information about Zola, please visit www.ZolaAcai.com.

**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 projections 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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