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For Immediate Release

Synq Solutions Serves Up Full Menu of In-Store Marketing Solutions for Jamba Juice Restaurants

Fast implementation, in-depth location profiling and LRM capabilities equate to significant cost savings, waste reduction and agility

ATLANTA, April 19, 2011 - Synq Solutions, the premier provider of in-store marketing materials for the QSR, fast casual and retail industries, announced that it has begun executing the print, fulfillment and shipping of all in-store marketing materials for Jamba Juice, a national restaurant retailer that serves healthful food and beverages. The one-stop shop approach also allows restaurants to order administration and training materials, as well as certain premium items.

Synq has also deployed an in-depth location profiling system, which will include a Local Restaurant Marketing platform. Synq's profiling system, known as Intelligent Profiling, captures data on each Jamba Juice location, including its unique product offerings, physical layout and local sign ordinances. With knowledge of each restaurant's "DNA," combined with the integration of technology and fulfillment, Synq is able to distribute customized kits to each store simultaneously, thereby reducing time, waste, and print and fulfillment costs.

"Synq provides us with an in-depth profiling system backed by robust fulfillment capabilities. This means that our restaurants receive the marketing materials they need on time and without waste," said Damon Miller, Senior Director of Marketing at Jamba Juice. "The efficiencies and cost savings we've gained are critical to our business' success."

Jamba Juice also will leverage Synq's local marketing tools. Restaurant operators are able to use a variable data template management system to select from pre-approved campaign templates, customize them and quickly order POD marketing elements. The Web-based system allows operators to respond quickly to business opportunities, while upholding corporate legal and brand standards.

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“This was a very smooth implementation,” said Simon Meachin, Executive Vice President at Synq Solutions. “The process took only three months, in large part because of Jamba Juice’s commitment to the implementation and its overall dedication of qualified resources to the project.

About Synq Solutions

Synq Solutions is the nation’s premier provider of in-store marketing for the QSR, fast casual and retail industries. The company streamlines the print and fulfillment process of marketing execution so clients can reduce costs and reclaim time to focus on their core business. Synq is headquartered in Atlanta with printing and fulfillment centers in Atlanta and Las Vegas. The company currently serves over 56,000 locations across 20 concepts. Learn more at synqsolutions.com.

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 with organic steel cut oats, wraps, salads, sandwiches, and California Flatbreads™, and a variety of baked goods and snacks. As of April 20, 2010, Jamba Juice had 745 locations consisting of 458 company-owned and operated stores and 287 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).

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