

**To the Valued Customers of the Jamba Juice Store
located at 1335 East Whitestone Blvd., Suite S130, in Cedar Park, Texas:**

We recently learned that our store may have been victimized by cyber criminals. Based upon the information currently available to us, these criminals might have stolen information for seventy-seven (77) MasterCard credit cards that were used at our store between March and October 2010.

We deeply regret that this hacking incident may have occurred, and we apologize to any customer who may have been inconvenienced.

Given the above, we want to make sure you are aware of the following:

YES. It is safe to patronize the Cedar Park Jamba Juice. Promptly after learning of the potential hacking activity, we stopped using the computer equipment that the hackers might have infiltrated. We have installed replacement equipment and implemented safeguards to block hackers.

YES. We have enhanced, and continue to enhance, computer security at the store. We have retained a computer forensic and information security firm to help us review our practices and, where appropriate, we have enhanced them or are in the process of doing so. Please bear in mind that no information security system is perfectly secure. Even major government and financial institutions have been the victims of hackers.

Out of an abundance of caution, you should consider checking your account statements for suspicious activity if you used a credit or debit card at the Cedar Park Jamba Juice during the past three years. If you identify suspicious activity, notify the card's issuer and ask them whether you should cancel your card.

We would have preferred to provide this notice in a letter addressed personally to you. Unfortunately, this potential hacking incident, by its very nature, has made it impossible for us to identify with certainty all potentially affected individuals and to contact them by mail. To notify as many potentially affected individuals as possible in a timely way, we have chosen to publish this notice on our Web site.