

CKE Restaurants, Inc. on Losing End of Beef Against Jack in the Box Inc.

2007-07-03

The U.S. District Court in Santa Ana, Calif., today denied a motion for a preliminary injunction that CKE Restaurants, Inc. (NYSE:CKE) filed against Jack in the Box Inc. (NYSE:JBX) seeking to have television ads supporting its new 100% Sirloin Burger taken off the air.

CKE Restaurants, Inc., parent company of Carl's Jr. and Hardee's restaurants, claims that the Jack in the Box(R) ads mislead the public about the origins of Angus beef. The court found that CKE Restaurants, Inc. did not meet its burden of demonstrating this.

'We're glad that common sense prevailed and that this motion was denied,' said Terri Graham, vice president and chief marketing officer for Jack in the Box Inc. 'Jack in the Box is the only major quick-serve chain offering a 100% Sirloin Burger, so we wanted our advertising to highlight the high quality of our new burger and differentiate it from our competitors' products in a humorous way.'

Jack in the Box Inc., based in San Diego, is a restaurant company that operates and franchises Jack in the Box restaurants, one of the nation's largest hamburger chains, with nearly 2,100 restaurants in 17 states.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article28227.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html