

JACK IN THE BOX INC /NEW/  
Form 8-K  
January 05, 2010

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(D) OF THE SECURITIES EXCHANGE ACT  
OF 1934

Date of Report (Date of earliest event reported): January 5, 2010

JACK IN THE BOX INC.  
(Exact name of registrant as specified in its charter)

|   |                             |  |
|---|-----------------------------|--|
| DELAWARE  | 1-9390                      | 95-2698708                                 |
| (State or other jurisdiction<br>of incorporation) | (Commission File<br>Number) | (I.R.S. Employer<br>Identification Number) |

|  |            |
|--|------------|
| 9330 BALBOA AVENUE, SAN DIEGO, CA        | 92123      |
| (Address of principal executive offices) | (Zip Code) |

(858) 571-2121  
(Registrant's telephone number, including area code)

NOT APPLICABLE  
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))



ITEM 7.01 REGULATION FD DISCLOSURE

On Jan. 5, 2010, Jack in the Box Inc. announced that the company's management is scheduled to present at the Cowen & Company 8<sup>th</sup> Annual Consumer Conference in New York, NY, on Tuesday, Jan. 12, 2010, beginning at 10:00 a.m. ET. The presentation will be available to investors via a live webcast at <http://investors.jackinthebox.com>. The webcast will be available for replay using that same link for 21 days, beginning on Jan. 12, 2010.

A copy of the Jack in the Box Inc. press release is attached to this report as Exhibit 99.1

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits

The following exhibit is filed as part of this report:

Exhibit

| <u>No.</u> | <u>Description</u>                |
|------------|-----------------------------------|
| 99.1       | Press Release, dated Jan. 5, 2010 |

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

JACK IN THE BOX INC.

By: /s/ JERRY P. REBEL

Jerry P. Rebel

Executive Vice President

Chief Financial Officer

(Principal Financial Officer)

(Duly Authorized Signatory)

Date: Jan. 5, 2010