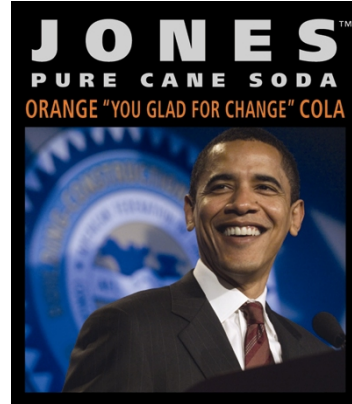


FOR IMMEDIATE RELEASE

## **JONES SODA AFFILIATE MANAGER RECEIVES TOP HONOR** **Outsourced Program Manager Angel Djambazov Recognized at Global E-Commerce Summit**



**SEATTLE, Wash.** – Angel Djambazov, the man behind the launch and growth of Jones Soda’s affiliate marketing program took top honors at the Pinnacle Awards Show in Las Vegas on January 12.

In conjunction with the Affiliate Summit 2009 West Conference, the event attracts thousands of e-commerce professionals from across the globe to commend the \$2.1 billion industry’s leaders. Nominations are merit-based and solicited from the general industry. Djambazov was up against executives from the AOL owned ad network Buy.at and the affiliate marketing firm Andy Rodriguez Consulting. Finalists beat out programs from the likes of Wal-Mart, Apple, and Amazon.com. Djambazov earned the prestigious award, his second in three years, after showing a 42 percent growth of Jones Soda’s affiliate marketing program in 2008. The affiliate program invites Web sites and blogs to link to Jones Soda’s store and reciprocates with a ten percent sales commission. All affiliates must meet stringent ethical and stylistic guidelines to participate.

“Pivotal to the program’s success is the willingness of the Jones Soda team to launch edgy, fun campaigns in conjunction with our affiliates,” said Djambazov about the award, “I would also like to thank members of ABestWeb and most importantly the many affiliates who, without their creative ideas and passion for the industry, we would not have achieved the growth we did.”

Beyond the strong participation numbers, the program also garnered a substantial amount of viral buzz through partnerships with ICanHasCheezburger and the creation of the online voting platform, Campaign Cola.

“In the spirit of our roots, Angel is always seeking new opportunities to introduce niche internet communities to the Jones Soda brand,” said Joth Ricci, COO for Jones Soda. “His creative ingenuity has shown through in the rapid success of the program and we are proud to have him on our team.”

To learn more about the Jones Soda affiliate program go to: <http://www.jonessoda.com/affiliates/>.

### **About Jones Soda Co.:**

Headquartered in Seattle, Washington, Jones Soda Co. markets and distributes premium beverages under the Jones Soda, Jones Pure Cane Soda, Jones 24C, Jones Energy, Jones Organics, Jones Naturals and Whoopass brands and sells through its distribution network in markets across North America. A leader in the premium soda category, Jones is known for its variety of flavors and innovative labeling technique that incorporates always-changing photos sent in from its consumers. Jones Soda is sold through traditional beverage retailers and everywhere you’d never expect to find a soda. For more information visit [www.jonessoda.com](http://www.jonessoda.com) and [www.myjones.com](http://www.myjones.com)

**About Angel Djambazov**

With a background in journalism Angel Djambazov has worked as a professional marketing consultant for four years. This is Angel's second time winning the Affiliate Manger of the Year award. He has been part of the Jones Soda team since 2007.

**About Affiliate Summit, Inc.:**

Affiliate Summit, Inc. was founded by affiliate marketing industry veterans Shawn Collins and Missy Ward, and serves the affiliate marketing professional community. Affiliate Summit aims to be the leading global source of learning and networking opportunities surrounding the affiliate marketing industry. For additional information about the conference, visit [www.affiliatesummit.com](http://www.affiliatesummit.com) or call (866) 483-0167.

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