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## **NEWS RELEASE**

### **JONES SODA CO. TEAMS WITH COLE & WEBER UNITED FOR NATIONAL ADVERTISING CAMPAIGN**

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**Trading Symbol:** NASDAQ: JSDA  
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**Seattle, WA, U.S.A.** – Cole & Weber United announced today that Jones Soda Co., the creator of Jones Pure Cane Soda, has chosen it to create a national advertising campaign. Cole & Weber was awarded the work after the company conducted an agency review.

“We’ve tasked Cole & Weber with creating a program that will support the sale of our 12-ounce cans nationwide and we are very excited to work with such a creative and innovative agency,” said Peter van Stolk, President and CEO of Jones Soda Co. “Peter’s vision and passion for the brand have inspired us all. Jones is an innovative brand that is a great fit with the unconventional approach of our work,” said Mike Doherty, President of Cole & Weber United. “Jones is a very fun, consumer-focused brand, and our challenge will be to maintain that integrity while creating a scalable program,” said Doherty.

“As a premium player in the category—with some key points of difference, like using pure cane sugar instead of high-fructose corn syrup—it’s an exciting opportunity and a great fit with our strengths in food and beverage marketing,” said Doherty. Cole & Weber’s other beverage accounts include Colt 45, Carlo Rossi, Livingston Cellars and Tree Top juices.

This is the second national account win for Cole & Weber recently. In June, the agency announced that it had been named agency of record for Capella University in Minneapolis.

#### **About Cole & Weber United**

Cole & Weber United is a full-service marketing agency known for creating innovative campaigns that go beyond traditional advertising to solve business problems. Since its founding in 1931, the agency has established a reputation for producing insightful, creatively-disruptive, award-winning work. Seattle-based Cole & Weber United is a member of WPP’s Voluntarily United Group of Creative Agencies, a global network of communications entrepreneurs.

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

Headquartered in Seattle, Washington, Jones Soda Co. manufactures its Jones Soda, Jones Pure Cane Soda, Jones Energy, Jones Organics, Jones Naturals, Jones 24C and Whoopass brands and sells through its distribution network in select markets across North America. A leader in the premium soda category, Jones is known for its 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.

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The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy of the content of the information herein.