234 Ninth Avenue North
Seattle, WA
98109

T 206-624-3357
F 206-624-6857
www.jonessoda.com

JONES SODA LAUNCHES CHOCOLATE FUDGE SODA

TO WEST COAST RETAIL STORES

March 31, 2004

Trading Symbol OTC: JSDA
TSX-V: JSD

Seattle, WA, U.S.A. – Jones Soda Co. (the "Company" or "Jones"), announced today that it has launched Jones Chocolate Fudge Soda to a selection of grocery chain accounts and distributors in the Northwest and Southwest of the U.S. for a limited time period, in conjunction with the Easter holiday.

Due to consumer demand from the West Coast for our Chocolate Fudge Soda, Jones Soda Co. has partnered with a selection of our West Coast retail partners to sell this unique flavor in time for Easter. Jones Chocolate Fudge Soda will be available for sale beginning today at Albertsons, QFC and Fred Meyer stores in the Northwest, plus other select retailers from Seattle to Salt Lake City to San Diego.

Peter van Stolk, President & C.E.O. states, "in February 2004, we successfully launched this flavor only to our Midwest distributors and retail partners but were overwhelmed by consumer requests from the West Coast who could not get our Chocolate Soda. We are now very happy to offer our passionate Jones consumers on the West the opportunity to have a Jones Chocolate Fudge Soda."

Headquartered in Seattle, Washington, Jones Soda Co., markets and sells its Jones Soda, Jones Naturals and Jones Energy brands 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 products are sold through traditional beverage retailers and everywhere you'd never expect to find a soda.

For further information, contact:
Jennifer Cue, Jones Soda Co.
(206) 624-3357 or jencue@jonessoda.com

***