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JONES SODA CO. ANNOUNCES LAUNCH OF MYJONES INDEPENDENT MUSIC

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Seattle, WA, U.S.A. – Jones Soda Co. (the “Company” or “Jones Soda”) is thrilled to announce the launch of a new, innovative addition to the Jones Soda family: MyJones Independent Music. In an effort to support local, regional, and national independent musicians and music fans, MyJones Independent Music will provide a unique online community for artists and fans to share songs, links, and feedback on original music. As of today, August 5th, this program is up and running at www.myjonesmusic.com.

MyJones Independent Music is free to access and join, and allows user-friendly communication between musicians and music lovers. Bands and artists are able to upload songs onto the website, where they can then be heard free of charge by other users. Music fans can browse bands, create playlists, and vote for their favorite song and artist. MyJones Independent Music will also highlight a different band each week, allowing users to access the band’s bio and songs at the simple click of a button. The music artists will have an opportunity to be featured on the Jones soda bottle labels that are made especially for the MyJones Independent Music. The company hopes that the website will be a useful promotional tool for independent bands and artists, and an enjoyable way for people to become exposed to new music.

“Here at Jones, we understand the importance of creating an emotional connection and being relevant to our consumers,” states President and C.E.O. Peter van Stolk. “Music has always been an integral part of our consumer’s lifestyle, so I’m excited about the launch of the MyJones Independent Music site. By bringing new music to our consumers, and giving the artists a chance to be recognized on our labels, we will be able to link Jones Soda directly with the independent music scene in a way that is unique and creative.”

Headquartered in Seattle, Washington, Jones Soda Co., manufactures its Jones Soda, Jones Naturals, Jones Energy and Whoopass brands and sells it 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.

This press release contains forward-looking statements and projections concerning the Company’s plans, strategies, expectations, predictions and financial projections concerning the Company’s future activities and results of operations and other future

events or conditions, and are "forward-looking statements" as defined by the Private Securities Litigation Reform Act of 1995. Words such as "expect," "believe," "anticipate," "may," "will," "plan," "intend," "estimate," "could," and other similar expressions are intended to identify these forward-looking statements. In particular, statements in this release regarding potential growth opportunities, working capital and cash flow management, operational and expense controls, profitability and results of operations are forward looking. Statements in this press release, and elsewhere, that look forward in time or include anything other than historical information involve risks and uncertainties that may affect the Company's actual results of operations. These statements by the Company are subject to certain risks, including, among others, future demand for Jones Soda, Jones Naturals and Whoopass, competition from other businesses providing similar products, the ability to maintain profitability and control expenses and the Company's ability to successfully execute its business strategy. These and other risks and uncertainties are discussed in more detail in the Company's periodic reports filed with the Securities and Exchange Commission under the Securities Exchange Act of 1934, as amended, which are available at the SEC website at www.sec.gov.

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