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NEWS RELEASE

JONES SODA CO. LAUNCHES SUGAR FREE 16 OUNCE ENERGY DRINK

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Trading Symbol TSX: JSD
OTC: JSDA

Seattle, WA, U.S.A. – Jones Soda Co. (the "Company" or "Jones"), announces today that it will add a new 16-ounce Sugar Free Jones Energy Drink to its existing Jones Energy brand line.

The original 16-ounce Jones Energy Drink was launched to the Company's distributor network in March 2003. The packaging of the new 16-ounce Jones Sugar Free Energy Drink is both bold and aggressive with metallic blue flames. The new 16-ounce Sugar Free Jones Energy Drink is sweetened with Splenda, a sweetener that has been recognized as one of the best "zero calorie" sweeteners available in the market today.

Peter van Stolk, President & C.E.O., stated, "We are very excited about the launch of our new 16-ounce Sugar-Free Jones Energy Drink in 2004. We are confident in the sweetener Splenda, and the taste it delivers to our customers. Sugar Free Jones Energy is a 'zero calorie, zero carbohydrate beverage' with full flavor. The sugar-free addition to our existing energy drink platform will allow us to reach a larger audience which is becoming increasingly more health-conscious."

To see the new package, please go directly to our website www.jonessoda.com.

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.

For further information, contact:

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