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NEWS RELEASE

JONES SODA LAUNCHES A FULL FLAVORED PREMIUM SODA WITH 50% LESS

SUGAR, CARBS AND CALORIES

March 25, 2004

Trading Symbol TSX: JSD
 OTC: JSDA

Seattle, WA, U.S.A. – Jones Soda Co. (the “Company” or “Jones”), announced that today it has launched the first mid-calorie premium soda, with 50% less sugar, carbohydrates and calories than regular premium sodas and soft drinks.

Jones Watermelon flavored beverage is the first mid-calorie premium soda on the market. This beverage contains 90 calories and 21 grams of sugar per 12 ounce serving.

Peter van Stolk, President & C.E.O., stated, “Jones Watermelon Soda provides our consumers with a taste profile that they have come to expect from Jones Soda Co. - full body, flavor and premium image. The flavor profile has been created utilizing Splenda. We believe strongly in reducing calorie content and this watermelon flavor is the first of many Jones Soda flavors that will follow this profile. We are proud to be the first premium soda company to have launched a mid-calorie beverage.”

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.