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JONES SODA CO. ANNOUNCES

2004 BAM MARGERA JONES' LABEL PROMOTION

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Trading Symbol OTC: JSDA
TSX-V: JSD

Seattle, WA, U.S.A. – Jones Soda Co. (the “Company” or “Jones Soda”), today announced that it will be holding an in-store promotional contest with pro-skateboarder Bam Margera. The contest will occur during Jones Soda Co.’s busy summer months, specifically June 1, 2004 through July 31, 2004 in the United States and Western Canada.

Bam Margera is a professional skateboarder who has been sponsored by Jones Soda Co. since 2002. He is also the star of the MTV hit TV show, Viva La Bam.

The contest is open to all individuals who are at least 13 years of age and are legal residents of the United States or Canada. To enter the contest, simply collect the five Bam signature Jones Soda labels and submit an essay of 100 words or less as to why you would like to hang out with Bam.

The grand prize winner will receive two round-trip tickets and hotel accommodation in Philadelphia to hang out with Bam for a day, an autographed skateboard by Bam, Bam’s Haggard DVD, a case of Jones Soda, and a \$200 Zumiez gift certificate.

“I am thrilled about this contest,” says Peter van Stolk, C.E.O. of Jones Soda Co. “Bam is an exciting personality who has created a huge following within the youth market. Hosting this contest is going to be fun for Jones’ consumers and special for Bam’s fans.”

In the United States, you can search for Bam’s five autographed labels on the soda flavors Green Apple, Watermelon, Blue Bubblegum, Cream, and FuFu Berry. In Western Canada, you can search for them on Green Apple, Watermelon, Blue Bubblegum, Cream, and Orange and Cream. For a store nearest you and for more details about this promotion, please visit our website at: www.jonessoda.com.

Headquartered in Seattle, Washington, Jones Soda Co., sells its Jones Soda products 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.

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. Statements contained in this release regarding potential future opportunities from the myjones.com website, the Company's anticipated future results of operations, and the Company's ability to expand the Jones Soda, Jones Naturals, Jones Energy and Whoopass brands are "forward-looking statements" as the phrase is defined by the Private Securities Litigation Reform Act of 1995. Forward-looking statements by the Company are subject to certain risks, including future demand for Jones Soda products, the Company's ability to maintain and expand its distributor network, the ability of its distributors to increase product sales, competition from other businesses providing similar products and the Company's ability to successfully execute its business strategy. These risks and uncertainties, as well as other risks that are relevant to the Company's business and results of operations, 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, including the Company's Annual Report on Form 10-KSB for the 2001 fiscal year.

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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.