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## **JONES SODA CO. AND ZUMIEZ, INC. ANNOUNCE NEW PARTNERSHIP**

April 22, 2004

Trading Symbol      OTC: JSDA  
TSX-V: JSD

**Seattle, WA, U.S.A. – Jones Soda Co.** (the “Company” or “Jones Soda”), today announced an exclusive beverage partnership with Zumiez, Inc. including Jones product in Zumiez retail stores and sponsorship of the Zumiez 2004 Couch Tour.

Currently Jones Soda Co. products are sold in 67 Zumiez stores. Beginning in June 2004, this new relationship will expand Jones availability to consumers in more than 120 Zumiez retail locations. Jones Soda Co.’s most popular flavors such as Green Apple, Blue Bubblegum and Cream Soda will be featured in the Jones flame-decaled coolers along with Jones 16oz Energy and Jones 16oz Sugar Free Energy.

In addition, Jones Soda will be the exclusive beverage sponsor of the Zumiez Couch Tour 2004 ([www.zumiez.com](http://www.zumiez.com)). Jones Soda’s RV team will be traveling with the tour from June 5<sup>th</sup> to June 28<sup>th</sup>. The Zumiez Couch Tour started in 2000 and combines some of the world’s hottest music with a look at the world’s best skaters. This year’s tour will visit 7 cities including, Littleton, CO; Mesa, AZ; Albany, NY; Sacramento, CA; Portland, OR; Bloomington, MN; and West Dundee, IL and will feature live music as well as skate demonstrations.

Zumiez, Inc. (“Zumiez”), headquartered in Everett, Washington, currently has over 120 stores across the United States and is expanding in the next year. Zumiez, who started with a single store in the Seattle area in 1978, sells cutting edge clothing and skate, snow and surf gear. Zumiez has always set out to give the customer the best and newest styles for active young lifestyles.

“Zumiez and Jones Soda Co. share the same young and active demographic, which makes this relationship a great fit,” states Mike Spear, Alternative Accounts Coordinator at Jones Soda Co. “We are strengthening an already formidable partnership by including Jones Soda in all Zumiez locations and sponsoring the Zumiez Couch Tour. Zumiez is a great company with an excellent handle on their customer. We are excited to work with them.”

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.