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## **JONES SODA CO. ANNOUNCES SPECIAL RELEASE OHIO VS. MICHIGAN COLLECTOR LABELS IN OHIO AND MICHIGAN**

November 3, 2005

**Seattle, WA, U.S.A. – Jones Soda Co.**, today announced a limited edition bottle release to celebrate one of America’s oldest and fiercest rivalry football games, Ohio vs. Michigan.

Jones Soda will pit the red Buckeye favorite, Strawberry Lime Soda against Michigan’s own Berry Lemonade Soda. Each Strawberry Lime bottle will carry slogans such as, “Wolverine...Tastes Like Chicken!” favoring Ohio’s Buckeyes, and each Berry Lemonade bottle will carry slogans like, “Kickin’ Bucks Since 1897,” favoring Michigan’s Wolverines.

These limited edition collector bottles will be sold in select convenience stores in Ohio and Michigan from November 5 through game time on November 19, while supplies last. They will be available in single bottles or by the Buckeye Strawberry Lime 4-Pack and the Wolverine Berry Lemonade 4-Pack.

“When we were presented with the opportunity to create some fun labels for such an intense college rivalry, we tackled it,” said Peter van Stolk, CEO of Jones Soda Co. “Some people like to show support for their favorite football team by painting their faces or wearing a giant foam finger, now you can sport Jones Soda to let everyone know who you’re rooting for.”

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.

For further information on Jones Soda Co., contact:

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