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JONES SODA CO. AWARDS \$25,000 PRIZE IN UNDER THE CAP PROMOTION

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Trading Symbol NASDAQ: JSDA
TSX-V: JSD

Seattle, WA, U.S.A. – Jones Soda Co. (the “Company” or “Jones Soda”), today announced the Grand Prize winner of the 2005 under the cap sweepstakes with Nintendo of America. The promotion ran from August 1, 2005 through October 31, 2005 in the United States and Canada. To participate, individuals collected 5 Jones Soda bottle caps with letters that spelled out J.O.N.E.S.

Ryan Dunn of Niagara Falls, Ontario was selected as the Grand Prize winner. He received a flat screen television, a Nintendo GameCube video game system, two Nintendo DS video game systems, three Nintendo GameCube games, two Nintendo DS video games, as well as a chance to win \$25,000 in cash.

The American Sweepstakes & Promotion Co., an independent judging organization, conducted the prize drawing at Dunn’s home on December 10, 2005. Dunn was presented with 100 identical envelopes, and given the chance to select the single winning envelope. He then selected the winning envelope, and was awarded the \$25,000.

President and CEO of Jones Soda, Peter van Stolk, says “It’s a great feeling when, as a company, you are able to execute a contest with the success you had hoped for, and to give back to your consumers. We are so excited that Ryan found his golden ticket!”

For more information about the Jones Soda “Under the Black Cap” promotion, please visit:
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.

For further information on Jones Soda Co., contact:

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