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NEWS RELEASE

JONES SODA CO. TO PRESENT AT THE PRUDENTIAL SECURITIES BACK-TO-SCHOOL INVESTOR CONFERENCE

September 7, 2005

Trading Symbol: TSXVE JSD
OTC: JSDA

Seattle, Washington U.S.A. – Jones Soda Co. (the “Company” or “Jones”), today announced that the Company will make a presentation at the Prudential Securities Back-To-School Investor Conference at the Boston Marriott Long Wharf in Boston, MA. The presentation is scheduled for Thursday, September 8, 2005 at 4:30pm Eastern Time. The presentation will be simultaneously broadcast on the Internet and will be available at www.jonessoda.com.

Headquartered in Seattle, Washington, Jones Soda Co. manufactures its Jones Soda, Jones Naturals, Jones Energy, Jones Organics and Whoopass brands and sells through its distribution network in select markets across North America and through several large national retail accounts. 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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