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JONES SODA CO. MANAGEMENT CHANGE

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Trading Symbol: OTC: JSDA
TSX-V: JSD

Seattle, Washington U.S.A. – Jones Soda Co. (the “Company” or “Jones”), announces today that on November 14, 2005 Jennifer Cue, C.F.O., C.O.O. and Director of Jones Soda Co. tendered her written resignation to the Board of Directors from all of her positions as an officer and director. Ms. Cue’s resignation will be effective December 13, 2005. The Company has commenced a search for qualified replacements for Ms. Cue in her roles with the Company.

The Company intends to secure a qualified individual for the position of C.F.O. and we hope to fill this position within the next several weeks.

Peter van Stolk, President and CEO, states, “Jennifer has been a huge asset to the Company for the past 10 years. Her commitment and dedication to the Company and all stakeholders has been extraordinary. We are obviously sorry to see Jennifer leave, however, we wish her all the success in her future endeavors”.

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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The Toronto Venture Exchange has not reviewed and does not accept responsibility for the adequacy of the content of the information herein.