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JONES SODA CO. (JSDA) RECEIVES

APPROVAL FOR NASDAQ SMALL CAP – EFFECTIVE NOVEMBER 28, 2005

November 18, 2005

Trading Symbol: OTC: JSDA
TSX-VE: JSD

Seattle, Washington U.S.A. – Jones Soda Co. (the “Company” or “Jones”), announces today that the Company has received approval from NASDAQ for the listing of the Company’s common stock on the Nasdaq SmallCap Market.

The Company has requested that the listing be effective commencing November 28, 2005. The Company’s stock symbol will remain “JSDA”. The Company’s stock will continue to be quoted on the TSX-VE as “JSD”.

Peter van Stolk, President and CEO, states, “We are very pleased with the evolution of our Company as seen by this new listing. The Nasdaq Stock Market represents some of the most prestigious companies in the world and we are honored to have achieved this milestone.”

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.