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NEWS RELEASE

JONES SODA CO. TO LAUNCH NEW ORGANIC TEA LINE

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Seattle, Washington U.S.A. – Jones Soda Co. (the “Company” or “Jones”) today announced that it will launch a new line of organic teas in the second quarter of 2005.

The new line will be called Jones Organics and will offer six tea flavors: Strawberry White Tea, Cherry White Tea, Berry Green Tea, Mandarin Green Tea, Tropical Red Tea and Peach Red Tea. All will be featured in a proprietary 14-ounce glass bottle. This new offering will allow Jones Soda to enter into the natural foods trade, which continues to grow year over year.

Peter Van Stolk, President and C.E.O. stated, “Jones Organics will be a valuable asset to our brand portfolio. The organic industry is no longer a niche market but is now part of the mainstream. Ready-to-drink teas were up seven percent last year and both the category and the trade are growing. We are ready to make a meaningful impact with our new line.”

Headquartered in Seattle, Washington, Jones Soda Co. manufactures its Jones Soda, Jones Naturals, Jones Energy 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.

This press release contains forward-looking statements and projections concerning our plans, strategies, expectations, predictions and financial projections about our future activities and results of operations and other future events or conditions, and are “forward-looking statements”. Words such as “expect,” “believe,” “prospects”, “opportunities” and other similar expressions are intended to identify these forward-looking statements. In particular, statements in this release regarding potential growth opportunities and new product lines, working capital and cash flow management, operational and expense controls, future profitability and results of operations are forward looking. Statements in this press release, and elsewhere, that look forward in time or include anything other than historical information involve risks and uncertainties that may affect our actual results of operations. These

statements are subject to certain risks, including, among others, future demand for our products in existing and new markets, competition from other businesses providing similar products, the ability to maintain profitability and control expenses and our ability to successfully execute our business strategy. These and other risks and uncertainties are discussed in more detail in our periodic reports filed with the Securities and Exchange Commission under the Securities Exchange Act of 1934, as amended, which are available at the SEC website at www.sec.gov.

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