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## **NEWS RELEASE**

### **JONES SODA CO. TO PRESENT AT THINKEQUITY PARTNERS 3<sup>RD</sup> ANNUAL GROWTH CONFERENCE**

September 9, 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 ThinkEquity Partners 3<sup>rd</sup> Annual Growth Conference at the Ritz-Carlton, San Francisco. The presentation is scheduled for Monday, September 12, 2005 at 9:00am Pacific Time. The presentation will be simultaneously broadcast on the Internet and will be available at [www.jonessoda.com](http://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.

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