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JONES SODA CO. ANNOUNCES 2005 UNDER THE BLACK CAP PROMOTION WITH NINTENDO OF AMERICA

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Trading Symbol

OTC: JSDA

TSX-V: JSD

Seattle, WA, U.S.A. – Jones Soda Co. (the “Company” or “Jones Soda”), today announced that it is holding an under-the-cap promotion sweepstakes with Nintendo of America. The promotion will occur August 1, 2005 through October 31, 2005 in the United States and Western Canada.

The Jones Soda “Under the Black Cap” promotion is open to individuals who are 13 years of age or older. The Jones Soda bottles will have specially marked black caps during the promotion period and the labels will also include information about the promotion on the back. With Nintendo as a promotional partner, Jones has created limited edition labels with an image of Nintendo’s upcoming Nintendo DS™ title, *Metroid® Prime Hunters*. The limited edition labels are on 3 Jones Soda flavors including Blue Bubblegum, Green Apple and Fufu Berry.

Peter van Stolk, C.E.O. of Jones Soda Co. stated, “Nintendo targets the same teen demographic as Jones Soda, which makes this a perfect cross-marketing promotion.”

To participate in this promotion, you must collect 5 Jones Soda bottle caps with letters that spell out J.O.N.E.S. and submit the caps for a chance to win the Grand Prize or the First Prize.

There will be one Grand Prize winner who will receive a flat screen TV, a Nintendo GameCube™ video game system, two Nintendo DS video game systems, three Nintendo GameCube games, two Nintendo DS video games as well as a chance to win \$25,000 in cash. There will also be 75 first prize winners who will each win a Nintendo DS video game system.

Winners will be selected, from among all eligible entries received in a random drawing to be conducted on or around November 15, 2005 by The American Sweepstakes & Promotion Co., an independent judging organization.

Individuals will also have an opportunity to win instant prizes if they find the “instant win” caps.

For more information about the Jones Soda “Under the Black Cap” promotion, please visit: www.jonessoda.com .

Headquartered in Seattle, Washington, Jones Soda Co., sells its Jones Soda products through its distribution network in select markets across North America. 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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The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy of the content of the information herein.