



234 Ninth Avenue North  
Seattle, WA  
98109

T 206-624-3357  
F 206-624-6857  
www.jonessoda.com

## **NEWS RELEASE**

# **JONES SODA CO. CELEBRATES ITS 10<sup>th</sup> ANNIVERSARY WITH THE RELEASE OF LIMITED EDITION COLLECTOR PACK FEATURING HOT WHEELS®**

September 20, 2006

Trading Symbol      NASDAQ: JSDA  
TSX-V:                JSD

**Seattle, WA, U.S.A.** – For 10 years now, Jones Soda Co. has been making colorful flavors and unique labels for fans across North America. To commemorate the occasion, the company has created a limited edition 10<sup>th</sup> Anniversary Collector Pack featuring Hot Wheels® that is now available for purchase at [www.jonessoda.com](http://www.jonessoda.com).

Jones has produced a limited run of individually labeled 10<sup>th</sup> Anniversary Collector Packs. Included in the pack are four sodas, each decorated with a specially designed metallic label and photos from early Jones Soda label runs. The flavors include Blue Bubblegum and Green Apple, along with long retired flavors Raspberry and Pineapple Upside Down Soda, which hard-core Jones fans have been asking the company to reintroduce for years. To round out the package, Jones has partnered with Mattel's Hot Wheels® to design a 1:64 scale model replica of the original black and silver-flamed Jones vans that cruised the streets back in 1996 when the brand was launched. The limited edition 10<sup>th</sup> Anniversary Collector Packs will only be available online while supplies last at [www.jonessoda.com](http://www.jonessoda.com).

"This package celebrates our past 10 years. In that time we've made millions of bottles of soda and seen millions of photos," says Peter van Stolk, President and CEO. "Our partnership with Hot Wheels on this project has provided a unique opportunity to create something special for fans."

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.

For further information on Jones Soda Co., contact:

Seth Godwin, Jones Soda Co.  
206-624-3357 or [seth@jonessoda.com](mailto:seth@jonessoda.com)

HOT WHEELS and associated trademarks and trade dress are owned by, and used under license from, Mattel, Inc. © 2006 Mattel, Inc. All Rights Reserved.