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NEWS RELEASE

JONES SODA CO. ACQUIRES THE BRAND 24C

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**Trading Symbol: NASDAQ: JSDA
TSX-VE: JSD**

Seattle, Washington U.S.A. – Jones Soda Co. (the “Company” or “Jones”), today announced that the Company has acquired the brand 24C from mindful Inc.

24C is an effervescent vitamin drink mix that comes in new age flavors such as, Pomegranate Berry, Peach Mango, and Key lime. 24C is currently sold in a limited number of health stores throughout southern California. The product is designed to be added to water, with each serving conveniently providing a boost of energy and immune system support. The powder is loaded with 1200mg of Vitamin C, providing 2000% of the recommended daily value and is complimented with B vitamins for extra energy throughout the day. 24C Founder and CEO, Scot De Lorme, stated “Jones Soda provides an incredible opportunity for the 24C brand to compete on a national level in this growing new category of beverages.”

Peter Van Stolk, President and CEO, stated, “24C is a very small brand; however the name, quality, and packaging are completely in line with our core consumer. The category is rapidly expanding, so we are excited to add 24C to our growing portfolio of products, and we believe that we can utilize the brand and its proprietary formula to strategically enter the bottled water market with a vitamin enhanced product.”

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.