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**NEWS RELEASE**

## JONES SODA CO. TO PRESENT AT THE EIGHTH ANNUAL ICR XCHANGE

January 11, 2006

Trading Symbol NASDAQ: JSDA
TSX-V: JSD

**Seattle, Washington U.S.A. – Jones Soda Co.** (NASDAQ: JSDA) today announced that the company will make a presentation at the Eighth Annual ICR XChange Conference at The Ritz-Carlton Hotel in Naples, Florida. The presentation is scheduled for Friday, January 13, 2006, at 10:30 am ET. The presentation will be simultaneously broadcast on the Internet and will be available at www.jonessoda.com and http://www.icr-online.com/conference/x8/default.html.

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.

For more information on Jones Soda Co., contact:

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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.