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JONES SODA CHEVROLET HHR ORIGINAL
TO APPEAR AT CHICAGO AUTO SHOW

February 10, 2006

Trading Symbol

NASDAQ:

JSDA

TSX-V:

JSD

Seattle WA, U.S.A. – Jones Soda Co. has made a name for itself by recognizing demands for personalized consumer goods, and the auto industry is taking notes. Chevrolet recently introduced a Jones Soda-branded HHR Original at the International Auto Show in Detroit. It was specifically customized for consumers with an action sports lifestyle, and features a stereo system provided by Kicker, customized snowboards created by Ride, a leather interior provided by Katzkin, and a "tangerine with root-beer flames" custom paint treatment.

This vehicle will be on display at the SEMA (Specialty Equipment Market Association) exhibit at the Chicago Auto Show, which will be held at McCormick Place from February 10 -19, 2006. Visitors may enter a raffle for a chance to win the vehicle, with proceeds benefiting FIRST (For Inspiration and Recognition of Science and Technology).

“Jones is proud to partner with Chevrolet on the HHR” said Peter van Stolk, CEO and founder of Jones Soda Co.”

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:

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