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NEWS RELEASE

JONES SODA CO. TO LAUNCH ONLY NATIONALLY BRANDED 12 OUNCE CANNED SODA SWEETENED WITH PURE CANE SUGAR

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

Seattle, Washington – Jones Soda Co. (the "Company" or "Jones"), is pleased to announce that the Company will launch its 12 ounce canned soda sweetened with pure cane sugar instead of high fructose corn syrup (HFCS). The brand will be called Jones Pure Cane Soda and will be sold as a 12 ounce can package. Jones Pure Cane Soda will be unique in the carbonated soft drink (CSD) category compared to other national brands that are sweetened with High Fructose Corn Syrup.

High Fructose Corn Syrup is the sweetener of choice in the beverage industry; however HFCS has received negative publicity based on how the body processes the fructose. Pure cane sugar is a natural ingredient as opposed to HFCS, and has a positive perception in the consumers mind.

Peter van Stolk, President and CEO stated, "We are very excited with today's announcement because we are confident that consumers and retailers will appreciate the benefits of drinking a product sweetened with Pure Cane Sugar and the unique positioning of Jones Pure Cane Soda compared to all other national brands sweetened with HFCS."

Mr. van Stolk continued, "Converting from HFCS to pure cane sugar with our new 12 ounce can line truly differentiates Jones and provides the consumer with a healthier alternative. The conversion process is not a simple one, as proven by the fact that no other national branded carbonated soft drink (CSD) has made the conversion, however we have worked very hard with National Beverage Corp. to ensure that the launch of Jones Pure Cane Soda is on schedule for first quarter 2007."

Mr. van Stolk concluded, "Our goal has been to differentiate Jones in the \$66 Billion CSD category, and the addition of pure cane sugar helps achieve this goal by providing our customers with an indulgence that has a better taste, perceived benefits, positive perceptions, and by providing our retail partners with a clear reason to carry our products."

Headquartered in Seattle, Washington, Jones Soda Co. manufactures its Jones Soda, Jones Energy, Jones Organics, Jones Naturals, Whoopass and 24C brands and sells through our distribution network in select markets across North America. A leader in the premium soda category, Jones is known for our innovative labeling technique that incorporates always-changing photos sent in from our consumers. Jones Soda is sold through traditional beverage retailers and everywhere you'd never expect to find a soda.

This press release contains forward-looking statements and projections concerning our plans, strategies, expectations, predictions and financial projections concerning our future activities and results of operations and other future events or conditions, and are forward-looking statements as defined by the Private Securities Litigation Reform Act of 1995. Words such as expect, believe, anticipate, may, will, plan, intend, estimate, could, and other similar expressions are intended to identify these forward-looking statements. In particular, statements in this release regarding potential growth opportunities, working capital and cash flow management, operational and expense controls, future profitability and results of operations are forward looking. Statements in this press release, and elsewhere, that look forward in time or include anything other than historical information, involve risks and uncertainties that may affect our actual results of operations. These statements are subject to certain risks, including, among others, future demand for its products, competition from other businesses providing similar products, the ability to maintain profitability and control expenses and our ability to successfully execute our business strategy. These and other risks and uncertainties are discussed in more detail in our periodic reports filed with the Securities and Exchange Commission under the Securities Exchange Act of 1934, as amended, which are available at the SEC website at www.sec.gov.

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