



234 Ninth Avenue North
Seattle, WA
98109

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

NEWS RELEASE

JONES SODA CO. ANNOUNCES ARIZONA DISTRIBUTION

July 13, 2006

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

Seattle, Washington – Jones Soda Co. (the “Company” or “Jones”), is pleased to announce that it has signed a distribution agreement with SPIKE Beverage for distribution of the Jones Soda Brand throughout the state of Arizona. SPIKE Beverage is a division of Golden Eagle Distributors, Inc. (www.spikebeverage.com).

Peter van Stolk, President and CEO stated, “SPIKE Beverage has a proven history of building brands in the state of Arizona and we are very pleased and honored to partner with such a strong distributor. This is consistent with our strategy of aligning with strong distribution partners throughout the United States. We are also excited to partner with the brother and sister team of Christopher and Kimberly Clements, the founders of SPIKE Beverage.”

Headquartered in Seattle, Washington, Jones Soda Co. manufactures its Jones Soda, Jones Energy, Jones Organics, Jones Naturals and Whoopass brands and sells 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.

The statements in this press release by the Company 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 the Company’s ability to successfully execute its business strategy. These and other risks and uncertainties are discussed in more detail in the Company’s 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.

For further information, contact:

Hassan N. Natha
Chief Financial Officer and Secretary
(206) 624-3357 or hnatha@jonessoda.com

Nancy Bucher
Investor Relations
(206) 624-3357 or nancy@jonesoda.com