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## **NEWS RELEASE**

### **JONES SODA CO. ANNOUNCES EXTENSION OF AGREEMENT WITH TARGET CORPORATION**

**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 extended its licensing and distribution agreement with Target Corporation until December 31, 2006.

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](http://www.sec.gov).

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