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## **JONES SODA LAUNCHES GREEN PEA SODA TO BENEFIT TOYS FOR TOTS**

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Trading Symbol

NASDAQ: JSDA  
TSX-V: JSD

**Seattle, WA, U.S.A.** – Jones Soda is launching its limited edition 2006 Holiday Pack to benefit Toys for Tots. This year's pack will include Green Pea Soda, Sweet Potato Soda, Dinner Roll Soda, Turkey and Gravy Soda, and Antacid Soda.

"The Jones Holiday Pack takes the stress out of the holidays. No mess, fuss, or worries, from box to the dinner table, the Jones Holiday Pack is today's answer for the busy life-style we live", says Peter van Stolk, President and CEO. "Our holiday sodas have zero calories and zero carbs, but have all the full rich flavor you have come to expect from the nation's number one selling poultry flavored soda".

For the fourth straight year, Jones Soda has proudly partnered with Toys for Tots and will be donating a portion of the sales to the organization. "We are very pleased to welcome our friend Jones Soda back for their third year as a national corporate sponsor of the Marine Corps Toys for Tots Program," says Bill Grein, Vice President of Marine Toys for Tots Foundation. "Over the years their contributions have enabled us to fulfill the Christmas hopes and dreams of over 3,500 underprivileged children, who otherwise might have received nothing. We are hopeful, with Jones Soda's continued support, to reach even more children this year."

Toys for Tots is one of the nation's most visible Holiday Season's charitable causes with local Toys for Tots campaigns conducted from October through December each year in over 456 communities nation wide.

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