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NEWS RELEASE

JONES SODA CO. AND NATIONAL BEVERAGE ENTER INTO EXCLUSIVE DISTRIBUTION AND MANUFACTURING AGREEMENT

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

Seattle, Washington – Jones Soda Co. (the "Company" or "Jones"), today is pleased to announce that it has signed an exclusive 5 year distribution and manufacturing agreement with National Beverage Corp. of Ft. Lauderdale, Florida (AMEX:FIZ) for its 12 ounce cans of Jones Soda and 16 oz. Jones energy beverages for the entire US market.

Jones will identify and secure retailers across the United States for its premium carbonated 12 ounce soft drinks and 16 ounce Energy drink products. Using concentrate supplied by Jones, National Beverage will both manufacture and sell on an exclusive basis the products directly to retailers starting in 2007.

Peter van Stolk, President and CEO stated, "We are very pleased to enter into this agreement with National Beverage, and the growth opportunities it presents for both companies. The \$66 billion dollar CSD category has not had a tremendous amount of innovation over the past few years, however this relationship truly allows Jones and National Beverage to provide retailers on a national basis with Jones Soda, a premium CSD Brand that has been built on innovation and consumer interaction."

Mr. van Stolk continued, "National Beverage is an industry leader in the development, production and distribution of beverages throughout the United States. They are known for their long tradition of distributing quality brands, including Shasta and Faygo soft drinks, LaCroix sparkling water, Everfresh juice and drinks and Riplt energy products through a hybrid distribution system utilizing 13 company owned manufacturing plants strategically located across the country. With their infrastructure and our premium brand position, we will have the platform to provide retailers with a unique profitable offering in the CSD category starting early in 2007. +"

Mr. van Stolk concluded, "This *strategic partnership* is an important growth platform for both our companies, and we are very excited to be working with Joseph Caporella, President of National Beverage, and the team of professional beverage executives that make up National Beverage to lead us to execute against our objectives."

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

National Beverage Corp. produces energy drinks and powders, soft drinks, bottled waters, juices and juice products, and is highly recognized for its popular brands: *Shasta®*, *Faygo®*, *Ritz®*, *Everfresh®*, *Mr. Pure®*, *LaCroix®*, and *Rip It®*. National Beverage has 13 plants strategically located in major metropolitan markets across the continental United States, enabling the company to efficiently manufacture and distribute beverages to targeted geographic markets.

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, timing for product offerings through National Beverage, execution of our objectives, future profitability and results of operations are forward looking. Other 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 also 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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