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## **JONES SODA CO. HIRES EXECUTIVE VICE PRESIDENT OF SALES**

February 21, 2006

Trading Symbol

NASDAQ:

JSDA

TSX-V:

JSD

**Seattle WA, U.S.A.** – Jones Soda Co. (the “Company” or “Jones Soda”) announced today the hiring of Lars P. Nilsen to the new position of Executive Vice President of Sales. Mr. Nilsen will be responsible for all sales for the company and will be based out of the Seattle headquarters.

Mr. Nilsen has extensive experience with all aspects of consumer products sales and 12 years of experience in the beverage industry. He joins Jones Soda from Northwest Horticulture (“NWH”) where he served in the roles of Chief Operating Officer and President/CEO, tripling sales over four years. Prior to joining NWH, Mr. Nilsen served for 8 years in multiple senior positions with The Coca-Cola Company in Scandinavia, most recently as Director of On-Premise, Nordic Region where he was responsible for directing corporate strategy across the five Nordic countries with sales of \$300 million. As Vice President of Sales at Coca-Cola Bottlers of Denmark from 1996 to 1999, Mr. Nilsen established and built an on-premise sales division with annual sales of \$110 million, growing market share from 50% to 70%. As President of Coca-Cola Cold Drink in Oslo, Norway from 1993 to 1996, Mr. Nilsen was responsible for building a \$50 million on-premise company with a staff of 145. Mr. Nilsen began his career in the beverage industry at Nutri-Fruit, Inc. in Bellevue, Washington where he worked from 1989 to 1993 as Director of Sales and Marketing.

Mr. Nilsen’s education includes an MBA from the University of Washington, a B.Sc. from the University of Utah with a major in Finance and an extensive management training program from Coca-Cola University.

Peter van Stolk, President and CEO of Jones Soda commented, “We are very excited to have Lars join our team. Lars’s experience in dealing with both large and small sales forces is a great asset for Jones as we build our sales team in 2006.”

Headquartered in Seattle, Washington, Jones Soda Co., sells its Jones Soda products 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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