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JONES SODA CO. APPOINTS RICHARD S. EISWIRTH TO

ITS BOARD OF DIRECTORS

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Trading Symbol

NASDAQ:

JSDA

TSX-V:

JSD

Seattle WA – Jones Soda Co. (the “Company” or “Jones Soda”) announced today that it has appointed Mr. Richard S. Eiswirth to its Board of Directors.

Mr. Eiswirth is the current CFO of Alimera Sciences Inc., an Atlanta based pharmaceutical company, and has extensive financial management expertise including mergers, acquisitions and initial public offerings.

Mr. Eiswirth has been active in the Atlanta business circles for more than 15 years, where he founded two companies, Brand Ignition and Black River Holding, Inc, and CFO and senior executive vice president of Netzee, Inc. Mr. Eiswirth also served as a senior manager on the Arthur Andersen’s audit and advisory team.

Mr. Eiswirth has B.S. in Accounting from Wake Forest University. He also serves on the board of directors for Norcross-based Color Imaging.

Peter van Stolk, President and CEO of Jones Soda commented, “We are excited to bring in a new member to the board with great financial experience, and a clear understanding of Sarbanes Oxley.” Mr. Eiswirth has also been appointed to the Audit committee.

In addition, the company announces that Matt Kellogg will be resigning as a director and a member of the Audit committee, which he has served since 1998, due to other business commitments.

The company would like to thank Mr. Kellogg for his services and we wish him success with the many endeavors in which he is currently involved.

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.

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