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NEWS RELEASE

JONES SODA CO. TO PRESENT AT THINKEQUITY PARTNERS 4TH ANNUAL GROWTH CONFERENCE

September 8, 2006

Trading Symbol: NASDAQ: JSDA
TSX-V: JSD

Seattle, Washington U.S.A. – Jones Soda Co. (the "Company" or "Jones"), today announced that the Company will make a presentation at ThinkEquity Partners 4th Annual Growth Conference at the Ritz-Carlton, San Francisco. The presentation is scheduled for Monday, September 11, 2006 at 2:30pm Pacific Time. The presentation will be simultaneously broadcast on the Internet and will be available at www.jonessoda.com.

Headquartered in Seattle, Washington, Jones Soda Co. manufactures its Jones Soda, Jones Naturals, Jones Energy, Jones Organics and Whoopass brands and sells through its distribution network in select markets across North America and through several large national retail accounts. 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, contact:

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