



234 Ninth Avenue North
Seattle, WA
98109

T 206-624-3357
F 206-624-6857
www.jonessoda.com

**JONES SODA LAUNCHES A LIMITED EDITION VALENTINE PACK
NATIONALLY AND SENDS 10,000 PACKS TO OUR TROOPS STATIONED
IN AFGHANISTAN AND IRAQ**

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Trading Symbol

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JSDA

TSX-V:

JSD

Seattle WA, U.S.A. – For those who know that love doesn't have to taste like a box of chocolate, Jones Soda Co. ("the Company or Jones Soda") is serving up love by the bottle, with the exclusive launch of its 2006 Valentine Pack.

Each limited edition pack contains two bottles of Love Potion #6, a specially designed flavor that captures the taste of love. Also included is a Love Potion #6 Lip Balm to soften the lips, a CD sampler of songs by Sony BMG recording artists, and a Jones Love Coupon Book, which includes a coupon for two free bottles of personalized soda from myJones (www.myjones.com). This unique pack will be sold at retailers nationally and online at www.jonessoda.com.

Valentine's Day is an occasion on which we recognize the people we appreciate and love, so this year Jones Soda has partnered with Operation AC, a non-profit organization that supports service men and women overseas. Jones Soda has donated 10,000 valentine packs to Operation AC for delivery to our troops stationed in Afghanistan and Iraq.

"When you think of Valentine's, you think of cards and chocolate, but you don't always think of our service men and women half way around the world missing their loved ones. It is an honor to partner with Operation AC to give something special to our troops this Valentine's Day," says Peter van Stolk, President and CEO. "We would like to thank all our retail and distributor partners for making this donation happen." Frankie Mayo of Operation AC said, "What more fun could we have than sending these Valentine Packs to our troops in the Middle East? Making [the troops'] day is what we do at Operation AC."

Operation AC is a non-profit organization best known for its distribution of air conditioners to the troops in the Middle East. They have since organized programs to send everything from Christmas Trees to diesel generators in order to make the American troops more comfortable. They are supported by corporate and personal donations. For more information please visit www.operationac.com.

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:
Seth Godwin, Jones Soda Co.
206-624-3357 or seth@jonessoda.com

For further information on Operation AC, contact:
Frankie Mayo, Operation AC
302-836-1008 or FrankieMayo@comcast.net