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FEDEX HELPS JONES SODA TO DELIVER VALENTINE PACKS TO OVER 10% OF THE TROOPS IN AFGHANISTAN AND IRAQ

February 7, 2006

Trading Symbol

NASDAQ:

JSDA

TSX-V:

JSD

Seattle WA, U.S.A. – On January 24, Jones Soda announced the donation of 10,000 limited edition Valentine Packs to the troops overseas with the help of Operation AC. Due to the overwhelming response from the troops overseas, and with the support of FedEx, Jones Soda Co. has donated an additional 10,000 Valentine Packs. Operation AC will work with Operation Give and their shipping partner FedEx to deliver a total of 20,000 limited edition Valentine Packs to American and Canadian troops stationed overseas. Ten percent of the service men and women stationed in Iraq and Afghanistan will receive a Valentine from Jones Soda Co. and FedEx this year.

“We are so excited that FedEx stepped in to help us do this for the troops,” said Peter van Stolk, President and CEO of Jones Soda Co. “Our suppliers, retailers, and distributors have made this donation possible and we’d like to give special thanks to Sony BMG, Zuckerman-Honickman, and Owens-Illinois for their dedication and support on this project.”

Operation Give is a program to provide soldiers with the resources and supplies that are needed most. Chief Warrant Officer Paul Holton, better known in the media as Chief Wiggles, is the founder of Operation Give. He has offered his assistance by soliciting the support of FedEx as Operation Give's shipping partner. Holton said, “We want the soldiers to know that we have not forgotten them and support them 100 percent. We are hoping that through our efforts the soldiers will know that we appreciate their service.”

Operation Give is a non-profit organization handling all the logistics of moving the Valentine Packs from America to the service men and women in Afghanistan and Iraq. All duties and taxes are paid through Operation Give as they arrange for transportation with their shipping partner FedEx. For more information please visit www.operationgive.org.

Operation AC is a non-profit organization best known for its distribution of air conditioners to the troops in the Middle East. They have 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:

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