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NEWS RELEASE

JONES SODA CO. TO PRESENT AT THE NINTH ANNUAL ICR XCHANGE CONFERENCE

January 8, 2007

Trading Symbol: NASDAQ: JSDA
TSX-V: JSD

Seattle, Washington U.S.A. – Jones Soda Co. (NASDAQ: JSDA) today announced that the company will make a presentation at the Ninth Annual ICR XChange Conference at The St. Regis Monarch Bay Resort & Spa in Dana Point, California. The presentation is scheduled for Wednesday, January 10, 2007, at 2:50 pm Pacific Time. The presentation will be simultaneously broadcast on the Internet and will be available at www.jonessoda.com and <http://www.icr-online.com/xchange/x9/attendee/webcast.htm>

Headquartered in Seattle, Washington, Jones Soda Co. manufactures its Jones Soda, Jones Pure Cane Soda, Jones Energy, Jones Organics, Jones Naturals, Whoopass and 24C brands and sells 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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