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## NEWS RELEASE

### JONES SODA GETS EXCLUSIVE RIGHTS TO NATURAL INGREDIENT FROM JAPAN FOR USE IN NEW TYPE OF ENERGY DRINK

June 26, 2007

**Trading Symbol:**

NASDAQ: JSDA  
TSX-V: JSD

**Seattle, WA, U.S.A. – Jones Soda Co.** (the “Company” or “Jones Soda”), today announced that it has entered into an agreement with Pharma Foods International Co., LTD., of Kyoto, Japan; Mitsubishi Corporation (MC), of Tokyo, Japan; and Mitsubishi International Food Ingredients, Inc. (MIFI), of Dublin, Ohio that grants the company exclusive rights to use PHARMA GABA™ in beverage applications.

PHARMA GABA™ is a naturally produced form of the amino acid gamma-aminobutyric acid (GABA), a key neurotransmitter in the human brain that exerts a number of anti-stress effects among other benefits. An extremely popular food ingredient in Japan, PHARMA GABA™ recently achieved GRAS (generally recognized as safe) status in the United States. According to Peter van Stolk, President and CEO, of Jones Soda, “Securing the rights to PHARMA GABA™ is the key step in our development of an entirely new type of Jones energy beverage.” Rather than produce a stimulant effect like caffeine-containing energy beverages, PHARMA GABA™ is valued for its ability to promote mental focus. The current energy beverage category is estimated to be over \$6 billion in sales annually and is expected to exceed \$10 billion by 2010.

In Japan, the most popular applications of PHARMA GABA™ include use in coffee as it is particularly helpful in counteracting the negative effects of caffeine, as well as chocolate, sports beverages, water, energy beverages and candy. Noriko Iwaki, Executive Managing Director of Pharma Foods, expressed that “Jones Soda is the perfect partner to introduce this new and exciting beverage concept to North America.” With a history of bold innovation and marketing, Jones Soda will be assisted in the development of the new energy beverage by Dr. Michael T. Murray, one of the world’s leading authorities on natural food products. An author of over 30 books on health and nutrition, Dr. Murray has played a major role in building the nearly \$20 billion a year natural food and supplement industry as he has been instrumental in bringing many natural and effective food products to prominence in North America including glucosamine sulfate and *Ginkgo biloba* extract. According to Dr. Murray, “PHARMA GABA™ is poised to become a major dietary supplement and food ingredient in the North America because it produces such noticeable effects.”

Peter van Stolk adds, “We are extremely excited to be working with Dr. Murray, Pharma Foods, and MC/MIFI in developing a truly unique beverage that can help give people what they really want - a natural energy product without the adverse effects of caffeine. At the same time, we are creating new growth vehicles for the future as we look to capture additional market share and return increased value to our shareholders.”

The new product line is expected to be available at select retail locations by winter 2007

#### **About Jones Soda Co.**

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.

This press release contains forward-looking statements and projections concerning the Company’s plans, strategies, expectations, predictions and financial projections concerning the Company’s future activities and results of operations and other future events or conditions, and are “forward-looking statements” as defined by the Private Securities Litigation Reform Act of 1995. Words such as “expect,” “believe,” “anticipate,” “may,” “will,” “plan,” “intend,” “estimate,”

“could,” and other similar expressions are intended to identify these forward-looking statements. In particular, statements in this release regarding potential growth opportunities, working capital and cash flow management, operational and expense controls, future profitability and results of operations are forward looking. Statements in this press release, and elsewhere, that look forward in time or include anything other than historical information involve risks and uncertainties that may affect the Company’s actual results of operations. These statements by the Company are subject to certain risks, including, among others, future demand for its products, competition from other businesses providing similar products, the ability to maintain profitability and control expenses and the Company’s ability to successfully execute its business strategy. These and other risks and uncertainties are discussed in more detail in the Company’s periodic reports filed with the Securities and Exchange Commission under the Securities Exchange Act of 1934, as amended, which are available at the SEC website at [www.sec.gov](http://www.sec.gov).

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