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## NEWS RELEASE

### **JONES SODA CO. ANNOUNCES HIRING OF PETER BURNS AS SENIOR EXECUTIVE VICE PRESIDENT, SALES AND MARKETING**

April 2, 2007

Trading Symbol:

NASDAQ: JSDA  
TSX-V: JSDA

**Seattle, Washington – Jones Soda Co.** (the “Company” or “Jones”), today announced that it has appointed Peter Burns to the position of Senior Executive Vice President, Sales and Marketing.

Peter Burns joins Jones Soda from Izze Beverage Company where he served as Vice President, Sales since 2005. During his tenure, Peter was instrumental in developing a long-term, strategic plan targeting \$100 million in sales in the new age beverage business and was responsible for achieving \$20 million in sales in less than 2 years. From 2001 to 2004, Peter held the title of Executive Vice President, Sales with the Mauna Loa Macadamia Nut Corporation. In this position Peter helped deliver four year compounded sales growth of 35% while at the same time serving as the exclusive contact and sales manager for Wal-Mart. After Mauna Loa was acquired by Hershey Foods in December 2004, Peter was appointed Vice President Sales Integration to coordinate and supervise a seamless integration of all Mauna Loa divisions to Hershey Foods. During his career Peter also served in several senior sales positions with Celestial Seasonings, including General Manager and National Sales Manager-Grocery Division.

Peter van Stolk, President and C.E.O stated, “We are very excited to welcome Peter to the Jones Soda team. His extensive experience in sales coupled with his leadership skills will be essential to us as we continue to aggressively grow and expand our business. We remain committed to attracting high-level individuals to our organization and we are thrilled to have someone of Peter’s caliber on board.”

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

Headquartered in Seattle, Washington, Jones Soda Co. manufactures its Jones Soda, Jones Energy Jones Organics, Jones Naturals and Whoopass 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.

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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