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NEWS RELEASE

JONES SODA LAUNCHES TRADITIONAL 12 OUNCE BOTTLED SODA SWEETENED WITH PURE CANE SUGAR

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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 launched its 12 ounce bottled soda sweetened with pure cane sugar.

In conjunction with the national launch of the Jones Soda 12 ounce can, the Company outlined a strategy to convert the sweetener in all its Jones Soda products to pure cane sugar from high fructose corn syrup (HFCS). Pure cane sugar is a natural ingredient as opposed to HFCS which is food and drink additive. The entire Jones Soda full-sugar line is now branded Jones Pure Cane Soda and is available in single 12 ounce glass bottles and 4-Packs as well as 12 ounce cans. Jones Pure Cane Soda is unique in the alternative beverage category as the only national brand sweetened with pure cane sugar.

Peter van Stolk, President and CEO stated, “We are excited to now offer even better products for our consumers while at the same time further distinguishing Jones Soda from the competition. After numerous requests from our customers, coupled with detailed market research and comprehensive product development, we now believe that we now offer the best soda product in the industry and we are confident that everyone will enjoy and appreciate this positive switch to pure cane sugar.”

Mr. van Stolk concluded, “Jones Soda bottles have always held a premium presence in the marketplace and we believe this transition to pure cane sugar will further solidify our leadership position as a result of the better taste, enhanced health benefits, and positive perception of this new beverage line. We are committed to continuing to introduce unique and compelling products that resonate with our consumers, attract new customers to the brand, and increase our penetration of the overall soda category.”

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.

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The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy of the content of the information herein.