



FOR IMMEDIATE RELEASE

## JONES SODA CO. SUITS UP FOR THE SEATTLE SEAHAWKS

Players and Fans to be Featured on Jones Soda Labels

**Seattle, Wash.** (June 9, 2007) – Jones Soda Co., based in Seattle, has been selected to become the official non-alcoholic beverage company for the Seattle Seahawks and Qwest Field and Qwest Field Event Center. The partnership runs from July 1, 2007 through February 28, 2012.

Jones Soda will offer Seahawks fans more beverage options including an assortment of regular and sugar-free flavors such as Berry Lemonade, Green Apple, Cola and Diet Cola. Jones Soda has been recognized and awarded for its creativity and innovation through its unique patented packaging technology that features labels generated and submitted by its customers. This is the first time that Jones Soda, or any other small private soda label, has won a major pouring contract and exclusive deal with an NFL team.

“We are extremely excited and honored to partner with the Seahawks to create the best possible fan experience at Qwest field,” said Peter van Stolk. “We believe that creating an emotional connection with the images on our soda will provide a unique experience not seen at any sporting events before. We are creating new flavors, new packaging and spring water.”

Fans will be able to collect Jones Soda Co. bottles of their favorite Seahawks player as the two will partner to launch in-stadium and retail label packaging featuring some of the Seahawks biggest stars. Featured players include **Deion Branch, Josh Brown, Matt Hasselbeck, Walter Jones** and **Lofa Tatupu**.

“Our goal is to continue to make Qwest Field the most enjoyable venue to watch a football game,” said Seahawks CEO Tod Leiweke. “Jones Soda has created a product that echoes our values as an organization and will provide fans with a variety of beverage choices.”

Photos of Seahawks fans will be taken at Qwest Field on game days and fans will have the opportunity to choose their favorite photos online to put on Jones Soda bottles celebrating their favorite moments at Qwest Field.

Jones Soda is working with Levy Restaurants to offer a variety of fountain and 20-ounce recyclable bottles beverage choices to fans, including a new spring water. Jones Soda Co. products are now available across the country at major retailers such as: QFC, Fred Meyer, WinCo, K-Mart, Albertson’s, Safeway, Sam’s Club, Target and Wal-Mart.

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

Headquartered in Seattle, Washington, Jones Soda Co. manufactures 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 submitted by its consumers. Jones Soda is sold through traditional beverage retailers and everywhere you’d never expect to find a soda. ([www.JonesSoda.com](http://www.JonesSoda.com))

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