



234 Ninth Avenue North
Seattle, WA
98109

T 206-624-3357
F 206-624-6857
www.jonessoda.com

News Release

JONES SODA CO. TO PRESENT AT 10TH ANNUAL ICR XCHANGE CONFERENCE

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Trading Symbol: NASDAQ: JSDA
TSX-V: JSD

SEATTLE --- Jones Soda Co. today announced that the Company will make a presentation at the 10th Annual ICR XChange Conference at The St. Regis Monarch Beach Resort & Spa in Dana Point, California. The presentation is scheduled for Wednesday, January 16, 2008 at 3:05 pm Pacific Time. Interested parties may listen via live audio broadcast over the Internet available at www.jonessoda.com.

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.

For further information, contact:

Stephen Jones, Interim CEO, Jones Soda Co.
(206) 624-3357 or sjones@jonessoda.com

Hassan Natha, Chief Financial Officer
(206) 624-3357 or hnatha@jonessoda.com

Chad Jacobs, *Integrated Corporate Relations*
(203) 682-8200 or cjacobs@icr-online.com