

## FOR IMMEDIATE RELEASE

### **Jones Soda Releases Tony Hawk Limited-Edition Four-Pack & Launches New Under the Cap Summer Promotion**

SEATTLE, WA – June 2, 2008 – Jones Soda Co. is excited to announce the release of a new **Tony Hawk's Boom Boom HuckJam Limited Edition bottle four-pack**, featuring images that relate to legendary skateboarder Tony Hawk and the upcoming Tony Hawk's Boom Boom HuckJam presented by T-Mobile® Sidekick® tour. Along with the limited edition four-pack, Jones Soda will launch their ***Under the Cap Text-to-Win*** promotion, giving away thousands of Jones Soda prizes.

“Jones has been supporting our skate tours since 1997, so obviously I'm excited to be aligned with them again,” said Tony Hawk. “It's amazing how far we've all come doing what we love.”

The Tony Hawk's Boom Boom HuckJam four-pack will be available this summer at retailers across the country and at [www.JonesSoda.com](http://www.JonesSoda.com). The bottles feature four different images, one of which will highlight the Tony Hawk Foundation supporting recreational programs for youth, such as the development of public skateboard parks in low-income communities. These special bottles of Jones' new *Under the Cap* promotion in which consumers will have an opportunity to win prizes including myJones (cases of Jones Soda with a personalized photo on the label) and Tony Hawk HuckJam series skateboards. Prizes can be won by text-messaging or mailing the code found under the bottle caps. The promotion will run from June until the end of the year. The limited edition Tony Hawk's Boom Boom HuckJam four-pack will only be available through the summer.

“We're excited to be reunited with Tony Hawk, a long time friend of the Jones Soda family. As a sponsor of Tony Hawk's Boom Boom HuckJam presented by T-Mobile® Sidekick® tour, our Jones Soda Street Team will tour to all event cities around the country to again connect with our growing core of Jones Soda fans,” said Stephen Jones, CEO of Jones Soda. “This will also be a great opportunity for us to share our new Jones Pure Cane Cola and Jones Sugar-Free Cola with everyone.”

The tour kicks off in **San Antonio, Texas, on Friday, July 18, 2008, and will hit 24 cities throughout the United States, finishing in Irvine, Calif., on Sunday, August 24, 2008.** Hawk's tour is an event featuring some of the most exciting athletes in the world in skateboarding, BMX and freestyle Moto-X.

“We're excited to get on the road again this summer to touch base with our Jones Soda fans,” said Frank Barbara, field marketing manager for Jones Soda. “It will

be great to catch up with Tony and the action sports community that embodies the Jones Soda brand.”

More information on giveaways and official rules, photos of fans from the tour, and blogs from Jones staff can be found at [www.jonessoda.com](http://www.jonessoda.com).

#### **About Tony Hawk’s Boom Boom HuckJam:**

Originating in Las Vegas in 2002, Tony Hawk’s Boom Boom HuckJam is the only action sports tour of its kind, featuring Tony Hawk along with the most exciting athletes from the world of skateboarding, BMX and freestyle Moto-X. For tour dates go to: [www.boomboomhuckjam.com](http://www.boomboomhuckjam.com).

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

Headquartered in Seattle, Washington, Jones Soda Co. markets and distributes premium beverages under the Jones Soda, Jones Pure Cane Soda, Jones 24C, Jones Energy, Jones Organics, Jones Naturals and Whoopass brands and sells through its distribution network in markets across North America. A leader in the premium soda category, Jones is known for its variety of flavors and 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. For more information visit [www.jonessoda.com](http://www.jonessoda.com) and [www.myjones.com](http://www.myjones.com).

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