

Dark Horse Comics and Jones Soda are proud to announce a new partnership

Dark Horse Comics, known for breaking tradition and bucking trends, is excited to announce the company's participation in the Jones Limited program at www.myjones.com with the like-minded soda maker, Jones Soda Co.

As part of this program, fans of comics and soda alike will be able to purchase collectible-themed bottles featuring some of their favorite Dark Horse characters and art. One hundred numbered and limited six-pack bottles will be available just in time for Halloween on October 7th. The program will launch with Eric Powell's *The Goon*, and the iconic thirteen-year-old Emily the Strange, and will only be available at www.myjones.com. The Goon will be available on October 7 and Emily the Strange limited-edition bottles will arrive on October 14th.

MyJones was developed to create a unique and personal connection with Jones consumers by allowing them to customize their own bottles. In 2002, Jones Soda received the patent for the unique MyJones process, and the service continues to be one of the most popular features that Jones Soda offers today.

"This is a really fun way to expose our characters to a whole new market," says Dark Horse President and founder Mike Richardson. "We have a lot of great ideas on how to make this partnership an exciting one and the flexibility and creativity of the Jones staff make them the perfect company for us to work with. Most importantly, we love the soda!"

"We are excited to work with such an iconic company like Dark Horse Comics that has always inspired the imagination and challenged the status quo," says Jones Soda COO, Joth Ricci. "The spirit of these two brands will be an exciting partnership combining our premium soda and their epic characters."

About Jones Soda Co.:

Headquartered in Seattle, Washington, Jones Soda Co. sells its Jones Soda products through its distribution network nationally across the United States and Canada. A leader in the premium soda category, Jones is known for its innovative labeling technique that incorporates always-changing photos sent in from consumers. From the pictures on the labels to the company's websites, www.jonessoda.com and www.myjones.com, and the recent MyJones Independent sites myjonesmusic.com and myjonesvideo.com, Jones Soda has created a cult following and is a passion not only among soda drinkers but with its employees, directors, and shareholders.

About Dark Horse Comics:

Since 1986, Dark Horse Comics has proven to be a solid example of how integrity and innovation can help broaden a unique storytelling medium and establish a small, homegrown company as an industry giant. The company is known for the progressive and creator-friendly atmosphere it provides for writers and artists. Today, Dark Horse Comics is the third-largest comic-book publisher in the U.S., and is recognized as one of the world's leading publishers of licensed comics material.