



FOR IMMEDIATE RELEASE

JONES SODA TO FEATURE PRESIDENTIAL CANDIDATES ON COLA LABELS

WASHINGTON – June 4, 2008 – Jones Soda Co. announces the launch of **Campaign Cola**, where consumers can purchase their favored presidential candidate's personalized soda online. This politically correct beverage gives people of all ages nationwide the opportunity to chug down change and belch up choice. The program provides a unique forum for those who are under 18 years of age to vote for their candidate of choice and encourages participants to take a stance on today's political issues at www.campaigncola.com.

Jones Soda is offering limited edition bottles of candidate inspired soda. Each presidential nominee will be featured on Jones Pure Cane Cola, one of the newest flavors in the Jones Soda line-up. Participants can cast their virtual vote when purchasing a pack of Hillary Clinton's "**Capital Hillary Cola**," John McCain's "**Pure McCain Cola**" or Barack Obama's "**Yes We Can Cola**."

"Young voters are a political powerhouse in this election and the candidates that communicate to these audiences will have a clear advantage come election time," said Seth Godwin, marketing manager of Jones Soda. "The best way to engage interest from people is through a personal connection, which is what Jones Soda is all about. We want to provide an opportunity for people to become excited about the process and what could be a better conversation starter than drinking from a soda that has your chosen candidate's face for all to see."

Campaign Cola bottles can be viewed online at www.campaigncola.com, where individuals can purchase a six-pack for \$14.99 or a 12-pack for \$23.99. With a click of a mouse, voters, regardless of age, can cast an early virtual vote in this historical campaign. Results will be updated every 15 minutes on the Web site for all to watch the race in action.

Additionally, the Web site will feature election resources where young voters can learn how to register and where to vote. In tune with Jones Soda's mantra, 'Run with the little guy...create some change,' people can also weigh in on the topical issues surrounding the candidates on the Campaign Cola forum - an interactive platform that encourages everyone to speak their mind. Consumers are invited to send in statements or participate in photo and video contests that will run throughout the duration of the election season that speak to what they want to see change in America.

"Jones Soda's Campaign Cola will serve as an informational and interactive site for open dialogue, a medium that Jones' core consumers are comfortable with," said Stephen Jones, CEO of Jones Soda. "It also provides a unique platform to introduce Jones Pure Cane Cola through an innovative program surrounding a nationally influential event."

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 and www.myjones.com



Contact:

Wendy Ogunsemore / Jamie Rosvall
Richmond Public Relations (206) 682-6979
wendyo@richmondpr.com / jamier@richmondpr.com



(High res images available upon request)