

JONES SODA CO. AND SEATTLE SEAHAWKS SELECT ATHENA PARTNERS AS THE EXCLUSIVE BOTTLED WATER OF QWEST FIELD

Athena To Give 100 Percent of Net Profits to Breast Cancer Research

Seattle, Wash – August 14, 2008 – To mark the beginning of the second year of their partnership with the Seattle Seahawks, Jones Soda Co. is pleased to introduce Athena Partners as the official bottled water of all Qwest Field and Qwest Field Event Center events. This new partnership will not only provide fans with purified bottled water, but will also help raise awareness and money for breast cancer research.

Athena Partners is a not-for-profit corporation founded by Seattle cancer survivor Trish May. With every bottle sold, Athena will donate 100 percent of all net profits to funding innovative, early stage research of breast cancer.

“It has been a remarkable opportunity teaming up with Athena Partners and the Seattle Seahawks,” said Stephen Jones, CEO, Jones Soda. “Breast cancer has affected us all in one way or another and the opportunity to participate in raising awareness and funds through this collaboration of respected Pacific Northwest organizations is something that everyone at Jones Soda is proud to be a part of.”

This special bottled water will be available exclusively at Qwest Field events and will make its debut at the Seattle Seahawks first preseason game versus the Chicago Bears on Saturday August 16th.

“The Seahawks partnered with Jones Soda last season because their values echo those of this organization and that of our fans,” said Tod Leiweke, CEO, Seattle Seahawks. “Bringing in Athena Partners is an extension of those values and gives everybody another opportunity to help give back to the families in the community we work and live in.”

Jones Soda has been recognized and awarded for its creativity and innovation and will continue to explore new ways to create a unique connection with their loyal consumers.

Jones Soda, with Levy Restaurants, offers a variety of fountain and 20-ounce recyclable bottles beverage choices to fans. 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. Limited edition Seahawks packs are available exclusively in Washington.

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

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