



FOR IMMEDIATE RELEASE

JONES SODA CO. APPOINTS JOTH RICCI CHIEF EXECUTIVE OFFICER

Seattle, WA – March 12, 2009 – Jones Soda Co. (NASDAQ: JSDA), a leader in the premium soda category and known for its unique branding and innovative marketing, today announced that its Board of Directors has appointed Joth Ricci President and Chief Executive Officer, effective May 1, 2009. Ricci, who has served as the Company's Chief Operating Officer since January 22, 2008, succeeds Stephen Jones, who is stepping down but will continue as a member of the Board of Directors.

Prior to joining Jones Soda, Mr. Ricci served as General Manager of Portland, Oregon-based Columbia Distributing Company. During his time with Columbia Distributing, Mr. Ricci also held the position of Vice President of Human Resources & Process Improvement, as well as regional Vice President of Sales & Marketing. Before joining Columbia Distributing he spent more than 9 years with McNeil Consumer Healthcare / Johnson & Johnson in various Sales and Marketing Management roles.

"Joth has proven his ability to execute over the course of this transitional year and we are confident that he is the right choice to lead the ongoing evolution and development of Jones Soda." said Steve Jones. "I have truly enjoyed my time as C.E.O. and I look forward to my continued participation in shaping this company's exciting future through my role on the Board."

Mr. Ricci, added "This appointment is a real honor and I am excited take the reins of what I believe to be one of the most innovative companies in the consumer product space. During the past 12-months, Steve has overseen the successful restructuring of Jones Soda while laying the framework for a brighter future. Our entire organization has a renewed sense of optimism about the potential of this business and we move forward committed to capitalizing on the many opportunities still in front of us."

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 GABA, Jones Organics, Jones Naturals and Whoopass brands and sells through its distribution network in markets primarily 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. For more information visit: www.jonessoda.com, www.myjones.com, and www.jonesGABA.com.

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