



FOR IMMEDIATE RELEASE

JONES SODA CO. TO PRESENT AT 11TH ANNUAL ICR XCHANGE CONFERENCE

Seattle, WA – January 9, 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 the Company will make a presentation at the 11th Annual ICR XChange Conference at The St. Regis Monarch Beach Resort & Spa in Dana Point, California. The presentation is scheduled for Wednesday, January 14, 2009 at 11:45 am Pacific Time. Interested parties may listen via live audio broadcast over the Internet available at www.jonessoda.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 and www.myjones.com

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