



FOR IMMEDIATE RELEASE

## Jones Soda Co., UFC Fighter Ryan Bader Team up to Promote WhoopAss™ In Energy Drink Market

*Bader Backs Jones' Revamped WhoopAss Energy Drink® Targeting Active Young Men and Women With An Improved Formula for Muscle Recovery*

**SEATTLE, Oct. 14, 2010** – Jones Soda Co. (JSDA), a leader in the premium soda category known for its unique branding and innovative marketing, today announced it has teamed up with UFC fighter Ryan “Darth” Bader to promote the company’s newly re-launched WhoopAss Energy Drink. Now available online at <http://www.myjones.com/store/beverages/energy-whoopass.html>, the new cans of WhoopAss include the antioxidant power of 2.5 servings of vegetables and a powerful protein and B-vitamin formula to promote energy and muscle recovery for athletes like Bader with a rigorous daily routine.

“The formula for WhoopAss was designed for people like Ryan who require a fast energy boost and rapid muscle recovery,” said Jones CEO Bill Meissner, who has a history of success in the energy drink market. “Ryan competes in a sport where he has to open a can of whoop ass in every fight and every round. It feels like a very natural fit and the partnership will help us tell the brand’s story to MMA and UFC fans everywhere.”

Bader is an American professional mixed martial artist currently No. 6 in Sherdog.com’s Official Mixed Martial Arts Rankings. A former *Ultimate Fighter* winner, Bader recently earned the biggest victory of his MMA career on September 25, beating Antonio Rogerio Nogueira by unanimous decision.

“If I’m going to be out there whooping ass, I might as well have something in my hand that says so,” commented Bader. “While I love the image and the concept of a can of WhoopAss, on a serious note, the beverage is also incredibly functional and tastes great. I’ve been using it routinely after my workouts to help with muscle recovery, using it when I need an energy boost, and drinking it when it’s time to get a little rowdy in the ring. It works perfect for all that and more.”

In support of the new energy drink, Bader will make a variety of public appearances and appear in Jones’ print and online collateral. Bader will also participate in Jones’ grassroots and social media initiatives, and will integrate the beverage into his new gym, opening in Scottsdale, AZ, this November.

WhoopAss retails for \$2.39/can MSRP and was launched October 5<sup>th</sup>. Jones is utilizing its network of more than 160 distributors to launch WhoopAss Energy across the country. It will be available on grocery, convenience and specialty store shelves as well as in many of the elite MMA gyms. For more company and product information, visit [www.jonessoda.com](http://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 GABA®, and WhoopAss Energy Drink® 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](http://www.jonessoda.com) or [www.myjones.com](http://www.myjones.com).

**Forward-Looking Statements Disclosure**

Certain statements in this press release are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding Jones Soda's share in the energy drink category and the significance of WhoopAss to Jones' beverage portfolio. These forward-looking statements are based on the opinions and estimates of management based on current information and are subject to certain risks and uncertainties that could cause actual results to differ materially from those anticipated in such forward-looking statements. Factors that could affect Jones Soda's actual results include, among others, Jones Soda's inability to achieve levels of revenue and cost reductions that are adequate to support its capital and operating requirements in order to continue as a going concern; Jones Soda's inability to generate sufficient cash flow from operations, or to obtain funds through additional financing or other strategic alternatives, to support its business plan; the impact of the global economic crisis, which has continued to have a greater than expected impact on Jones Soda's business; Jones Soda's inability to increase points of distribution for its products or to successfully innovate new products and product extensions; Jones Soda's inability to establish distribution arrangements with distributors, retailers or national retail accounts; Jones Soda's inability to maintain relationships with its co-packers; Jones Soda's inability to maintain a consistent and cost-effective supply of raw materials; Jones Soda's inability to receive returns on its trade spending and slotting fee expenditures; Jones Soda's inability to maintain brand image and product quality; Jones Soda's inability to protect its intellectual property; the impact of current and future litigation; Jones Soda's inability to develop new products to satisfy customer preferences; the impact of intense competition from other beverage suppliers; and risks and uncertainties described in Jones Soda's current and periodic reports filed with the Securities and Exchange Commission, including its most recent annual report on Form 10-K and quarterly reports on Form 10-Q filed in 2010. Readers are cautioned not to place undue reliance upon these forward-looking statements, which speak only as to the date of this release. Except as required by law, Jones Soda undertakes no obligation to update any forward-looking or other statements in this press release, whether as a result of new information, future events or otherwise.

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