



For Immediate Release

Jones Soda Co. Expands Retail Distribution with Walmart

Jones Soda now available in Walmart stores across the U.S., making the sought after brand easily accessible to devoted fans and new consumers everywhere

SEATTLE, May 27, 2010 – Jones Soda Co. (Jones), a leader in the premium soda category and known for its unique branding and innovative marketing, today announced a deal with Walmart that authorizes Jones to retail its products in Walmart's approximately 3,800 U.S.-based stores. The deal increases Jones' total retail outlet distribution by nearly 10%, and will make the product easily accessible to millions of new consumers.

"The primary complaint through our customer service feedback is that people can't find Jones Soda near them," said Jones CEO William Meissner. "The Walmart deal allows for another one of America's premier retailers to offer Jones. Walmart greatly expands our distribution footprint and truly makes our product accessible to everyone, which is something the Jones Soda brand has always stood for. Now, almost anyone, anywhere in the U.S. can seek out a nearby store or stumble upon our product and purchase it on the spot. We are incredibly energized by the growth potential this Walmart expansion brings."

Under the authorization, Jones has been given three shelf facings for a custom assorted 6-pack of Jones Pure Cane Soda®. The 6-pack will include two bottles each of some of Jones' most popular flavors – Green Apple, Berry Lemonade and Cream Soda – enabling fans and new consumers the opportunity to sample a variety of flavors at once.

The Walmart authorization was granted following a successful test of the above named 6-packs in 750 stores. Walmart officially authorized Jones Soda products on May 3rd and began rolling it out on shelves, with plans to have product in nearly all U.S. stores by the end of May.

For more company and product information, visit www.jonessoda.com.

About Jones Soda Co.

Headquartered in Seattle, Washington, Jones Soda Co.(R) markets and distributes premium beverages under the Jones Soda, Jones Pure Cane Soda(R), Jones 24C(R), Jones GABA(R), and Whoopass Energy Drink(R) 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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Media Contact:

Amanda Foley | Duo PR, for Jones Soda Co. | 206-957-1387 | amanda@duopr.com