



FOR IMMEDIATE RELEASE

Jones Soda Co. Opens New Can of WhoopAss™

Jones' revamped WhoopAss beverage punches up energy drink category; features all new packaging, functionality and flavor

SEATTLE, Sept. 21, 2010 – Ready to WhoopAss? Jones Soda is.

Jones Soda Co. (JSDA), a leader in the premium soda category known for its unique branding and innovative marketing, today announced details to re-launch its WhoopAss Energy Drink®. In a move that aims to take the beverage to rough, tough category contender among America's \$5.4 billion energy drink industry*, the reworked WhoopAss features all new edgy packaging, functional new ingredients that boost energy and provide muscle recovery, as well as an updated flavor profile and color.

"WhoopAss is a product with major potential, but it was ahead of its time when it launched in 1999, slipped to the backburner for Jones, and unfortunately stayed there without getting the proper attention and marketing backing it deserves," commented Bill Meissner, who took over as Jones CEO in April of this year. "Earlier in my career I played a key role in bringing a number of top selling energy drinks from initial concept to household name. This is my territory – I know the energy drink space, I know what it takes to be successful, and I couldn't wait to get my hands on WhoopAss when I came to Jones. Right now the product only accounts for a small portion of our total sales, and we aim to gain share points in this category and make WhoopAss a major part of Jones' beverage portfolio."

WhoopAss product updates include:

- **New Look:** Replacing the current Japanese-anime inspired packaging, the new WhoopAss comes in a tall, all-black 16-oz. aluminum can featuring a gritty red and grey Iron Cross graphic. A historic symbol that represents strength and courage, the Iron Cross is a popular symbol among the skate, surf and mixed martial arts culture, which are key demographics for WhoopAss. Jones' popular "Little Guy" mascot from the original still carries over and makes a subtle appearance on the back of the new WhoopAss can.
- **New Ingredients:** the updated WhoopAss contains the antioxidant power of 2.5 servings of vegetables, and will provide users with an energy boost while also promoting muscle recovery. Key ingredients include:
 - o **Amino Acids** including Taurine, L-Arginine, L-Carnitine, L-Lysine, which are protein building blocks crucial to metabolism;
 - o **Polyphenols** and **Catechins** sourced from Yerba Mate, Grape extracts, and Green Tea, which helps in muscle recovery;

- **Vitamin Blend** of B2, B3, B6 and B12 to supply an energy boost.
- **New Flavor and Color:** the current bright yellow beverage has changed hues to a deep purple color. The flavor itself has gone from tart and sweet to an exotic, subtle fruit flavor with notes of dragon fruit.

The new product will retail for \$2.39 per can MSRP. Jones will debut the new WhoopAss™ at the National Association of Convenience Stores (NACS) trade show Oct. 5-8 in Atlanta, and it will be readily available on convenience and grocery store shelves this November.

Interested distributors and retailers may email inquiries to whoopass@jonessoda.com. For more company and product information, visit 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 or www.myjones.com.

**Source: SymphonyIRI Group, last 52 weeks ending June 13, 2010.*

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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For further information, contact:

Annie Arnold

Duo PR, for Jones Soda Co.

(206) 390-2664

jones@duopr.com