



FOR IMMEDIATE RELEASE

JONES SODA ANNOUNCES FIRST QUARTER FISCAL 2011 EARNINGS CONFERENCE CALL

Seattle, WA – May 5, 2011 – Jones Soda Co. (NASDAQ: JSDA), a leader in the premium soda category and known for its unique branding and innovative marketing, today announced that it will host a conference call to discuss financial results for its first quarter ended March 31, 2011 on Thursday, May 12, 2011 at 4:30 p.m. Eastern Time. Jones Soda will announce its financial results for this period in a press release after the market close on May 12, 2011.

This call is being webcast and can be accessed by visiting the Investor section of our website at www.jonessoda.com. Investors may also listen to the call via telephone by dialing (719) 325-2122 (confirmation code: 1897213). In addition, a telephone replay will be available by dialing (858) 384-5517 (confirmation code: 1897213) through May 19, 2011, at 11:59 p.m. Eastern Time.

About Jones Soda Co.

Headquartered in Seattle, Washington, Jones Soda Co.® markets and distributes premium beverages under the Jones Soda, Jones Pure Cane Soda® 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 and www.myjones.com.

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