



**FOR IMMEDIATE RELEASE**

**JONES SODA ANNOUNCES SECOND QUARTER FISCAL 2011 EARNINGS  
CONFERENCE CALL**

**Seattle, WA** – July 27, 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 second quarter ended June 30, 2011 on Thursday, August 11, 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 August 11, 2011.

This call is being webcast and can be accessed by visiting the Investor section of our website at [www.jonessoda.com](http://www.jonessoda.com). Investors may also listen to the call via telephone by dialing (719) 325-2138 (confirmation code: 4140582). In addition, a telephone replay will be available by dialing (858) 384-5517 (confirmation code: 4140582) through August 18, 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](http://www.jonessoda.com) and [www.myjones.com](http://www.myjones.com).

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