



FOR IMMEDIATE RELEASE

Jones Soda and 'So So Happy' Team Up to Deliver Random Fun and Happiness

Luckees and Quazees decorate the newest line of limited edition Jones Sodas labels

SEATTLE, Wash. July 21, 2011 – Soda Fans and cheerfully dysfunctional monster aficionados unite! [Jones Soda](http://www.jonessoda.com), a leader in the premium soda category and known for its innovative marketing, and So So Happy, a lifestyle brand known for its whimsical and offbeat characters, today announced the launch of a co-branded line of limited edition sodas. The line will debut at the [ComicCon](#) convention in the So So Happy booth (#4837). Fans can get a sneak peak online at www.jonessoda.com, where product will be available for purchase starting today exclusively at www.jonessoda.com, while supplies last.



“Both Jones and So So Happy are known for creating fresh, irreverent products that appeal to a wide audience, from younger kids and teens to adults and beyond,” said Jones CEO William Meissner. “It was a natural partnership, as both brands support the idea of individuality, and that really comes to life with this new line.”

Under the partnership, the companies created a collection of four 12-oz glass bottles that each boast one of four signature So So Happy characters, and incorporate the character names into the flavors. The popular characters captured on the bottles are Taco, Waffle, Ozzie, and Tribe, four of the seventy monsters, defenders, robots, and other oddities that make up the full line of quirky and imaginative So So Happy characters. These colorful creatures will adorn Jones’ traditional 12 oz. glass bottles, and the flavors include the shocking pink “Give Taco FuFu Berry Soda”, the flavor classic “Root Beer for Waffle”, the lip-smacking “Ozzie Blue Bubblegum Soda”, and the glowing green “Tribe likes Green Apple Soda”. The bottles will be sold as four-packs and include one bottle of each flavor with accompanying So So Happy images on the label. For those attending the 2011 ComicCon event in San Diego July 21-24, samples will be available at the So So Happy booth.

“So So Happy is all about individuality, creativity, and helping people to embrace the wonder and weirdness of life”, said Cindy Bailey, president of Art Impressions and So So Happy Studio. “The

collaboration with Jones Soda is the perfect way to reach all of our devoted fans with a unique, cool product that's going to brighten their day.”

The Jones Soda/So So Happy bottles retail as a four-pack for \$11.99 plus shipping and handling, and can be shipped anywhere within the United States and Canada. For more information, visit www.jonessoda.com or www.sosohappyonline.com.

About Jones Soda Co.

Headquartered in Seattle, Washington, Jones Soda Co.® (NASDAQ: JSDA), 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.

About So So Happy

Art Impressions is an award-winning brand development and licensing agency known for its achievements in developing retailer-focused, broad-based lifestyle programs for artists, designers and celebrities. The company's portfolio includes the global sensation **Skelanimals, Milky Way & the Galaxy Girls** by acclaimed animator Lauren Faust, and its pop-culture brand, **SO SO Happy**. For further information, visit www.artimpressionsinc.com and www.sosohappyonline.com.

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