



FOR IMMEDIATE RELEASE

Jones Soda Co. Launches New 16-ounce Cans Targeted to Convenience Store Category

Popular flavors now available in convenient large can format, complete with iconic Jones Soda black and white fan photos

SEATTLE, Wash. – Oct. 7, 2011 – Jones Soda Co. (NASDAQ: JSDA), a leader in the premium soda category known for its unique branding and innovative marketing, today announced the launch of a brand new format: 16-ounce cans of Jones Pure Cane Soda, emblazoned with bold black and white fan-submitted photos synonymous with the Jones’ brand. The new product is specifically aimed at the convenience store channel, whose shoppers typically prefer more than 12 ounces of beverage.



“We just unveiled the new tall cans at the National Association of Convenience Stores Show this past weekend, and the response was excellent,” said Bill Meissner, CEO of Jones. “This is an important segue for Jones, as the convenience store channel allows us to reach more consumers in general, and to reach more people who will try the product and ultimately convert to grocery store purchases. This will make both channels an even stronger sales opportunity for Jones.”

The new tall can offering is attractive for retailers as it gives them a premium soda offering in a package that’s more appropriate for their shelving, while for consumers, it gives them more access to the Jones flavors they love. The 16-ounce offerings will be available in Jones’ most popular Pure Cane Soda flavors – Green Apple, Berry Lemonade and Strawberry Lime. These three flavors boast the highest sell-through rate among single glass bottles according to AC Nielsen syndicated data, which for the 13 weeks ending Sept. 3, showed these three SKUs were up 26% versus one year ago.

“While Jones has previously ventured into the can category, this is the first time we’ve launched not only a 16 oz. can, but most importantly, a can with packaging that sticks to the characteristics of the Jones brand of mixing bold black and white photos with bright color accents – this is what stands out to consumers,” continued Meissner.

The new can format is expected to facilitate distribution penetration to the convenience store channel through Jones’ product distribution footprint. The company’s distribution footprint has increased 25%

during the first half of the year in terms of covered counties nationwide. This will give the brand access to markets coast-to-coast for both its core 12 oz. glass, and now, the new 16 oz. canned sodas.

Jones Pure Cane Soda cans will be available for convenience store shelves by late October, and will retail for \$1.29 MSRP. For more information, visit www.jonessoda.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. www.jonessoda.com

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. Forward-looking statements include all passages containing words such as "aims," "anticipates," "becoming," "believes," "continue," "estimates," "expects," "future," "intends," "plans," "predicts," "projects," "targets," or "upcoming". Forward-looking statements also include any other passages that are primarily relevant to expected future events or that can only be evaluated by events that will occur in the future. Forward-looking statements are based on the opinions and estimates of management at the time the statements are made and are subject to certain risks and uncertainties that could cause actual results to differ materially from those anticipated or implied in the forward-looking statements. Factors that could affect Jones Soda's actual results include, among others, its ability to successfully execute on its 2011 operating plan; its ability to secure additional financing or to generate sufficient cash flow from operations; its ability to use the net proceeds from any financings to improve its financial condition or market value; its ability to increase demand and points of distribution for its products or to successfully innovate new products and product extensions; its ability to establish distribution arrangements with distributors, retailers or national retail accounts; its ability to maintain relationships with co-packers; its ability to maintain a consistent and cost-effective supply of raw materials; its ability to receive returns on its trade spending and slotting fee expenditures; its ability to maintain brand image and product quality; its ability to protect its intellectual property; the impact of current and future litigation; its ability to develop new products to satisfy customer preferences; and the impact of intense competition from other beverage suppliers. More information about factors that potentially could affect Jones Soda's financial results is included in Jones Soda's most recent annual report on Form 10-K for the year ended December 31, 2010 and in the Company's quarterly reports on Form 10-Q filed with the Securities and Exchange Commission in 2011. Readers are cautioned not to place undue reliance upon these forward-looking statements that 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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