



FOR IMMEDIATE RELEASE

Jones Soda Co. Releases Special Edition Pink-Capped Bottles in Support of Breast Cancer Awareness Month

New Breast Cancer Awareness Cream Soda will help raise funds and awareness for fight against breast cancer

SEATTLE, Wash. – Sept 28, 2011 – Jones Soda Co. (JSDA), a leader in the premium soda category known for its unique branding and innovative marketing, today announced perhaps the most important flavor yet to its colorful roster of sodas: Breast Cancer Awareness Cream Soda. The special edition soda is aimed to generate funds and awareness for breast cancer, and has been released in support of October’s National Breast Cancer Awareness Month.

“Jones has a long history of releasing limited edition flavors and colors for all kinds of pop culture moments, but this time we are pleased to be doing something more meaningful by supporting a very important cause,” said Bill Meissner, CEO of Jones Soda.

The bright pink, limited edition Breast Cancer Awareness Cream Soda features various pink-themed images, including a black-and-white photo of world snowboarding champion Lindsey Jacobellis, the newest member of the Jones Soda Athletic Team, with bright pink accents. Four packs of the 12-oz. glass bottles are available for \$4.99 MSRP in select grocery stores around the country.

A portion of the sales from Jones Soda Breast Cancer Awareness Cream Soda will be donated to the non-profit [Boarding for Breast Cancer](http://www.b4bc.org) (B4BC). This youth-focused foundation’s mission is to increase awareness about breast cancer, the importance of early detection and the value of an active lifestyle, through education, awareness and fundraising projects. To help further awareness, with support from Jones Soda, B4BC is touring college campuses throughout the month of October in California – a full schedule is available at www.b4bc.org.

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

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Media Contact:

Margo Helgen

Duo PR, for Jones Soda Co.

206.838.5039

margo@duopr.com