



FOR IMMEDIATE RELEASE

Jones Soda Co. Strikes Deal with MMA Fighter Jordan Mein to Promote WhoopAss™ Energy Drink

Mixed Martial Arts Fighter is the Latest Athlete to Back WhoopAss' Revamped Muscle Recovery Formula

SEATTLE, Oct. 17, 2011 – Jones Soda Co. (JSDA), a leader in the premium soda category known for its unique branding and innovative marketing, today announced it has teamed up with MMA fighter Jordan “Young Gun” Mein to promote the company’s popular WhoopAss Energy Drink. Available online and in numerous regions throughout the U.S. and Canada, cans of WhoopAss include the antioxidant power of 2.5 servings of vegetables and a powerful protein and B-vitamin formula to promote energy and muscle recovery for athletes like Mein with a rigorous daily routine.

“WhoopAss is an ideal beverage for athletes just like Jordan who are looking for energy boosts, muscle recovery, and overall hydration,” said Jones CEO Bill Meissner, who has a history of success in the energy drink market. “Jordan competes in a very physically demanding sport, and WhoopAss will serve as an essential element to successfully push him through every round. The partnership is a great fit and will continue to get the WhoopAss name and story to MMA athletes and fans everywhere.”

Mein was recognized as an “overnight sensation” after a big win against Evangelista “Cyborg” Santos at [Strikeforce](#), his debut fight in the United States. The son of the Canadian fighting icon, Lee Mein, Jordan is seen as one of the sport’s top young 170-pound fighters with over 30 professional fights under his belt, and holds the title of Top 10 among Canadian MMA welterweights.

“I’m competing against the best athletes around right now, and drinking WhoopAss gets my energy up and is just what I need for muscle recovery after training and fights,” commented Mein. Plus, the new formula tastes great.”

In support of the energy drink, Mein will make a variety of public appearances and appear in Jones’ print and online collateral. Additionally, Mein will sport WhoopAss branded gear during training workouts. Jones will supply WhoopAss product for Mein and the Canadian Martial Arts Centre where he trains.

The WhoopAss brand originally launched 1999, and re-launched last year with new packaging and graphics, updated ingredients, and a new flavor and color. Since then, Jones has utilized its network of more than 160 distributors to acquire acquired distribution of WhoopAss Energy throughout 24 U.S. states, as well as throughout Canada. It is available on grocery, convenience and specialty store shelves, in many of the elite MMA gyms, as well as online at <http://www.jonessoda.com/beverages/energy-whoopass.html>.

For more company and product 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, including statements regarding Jones Soda's share in the energy drink category and the significance of WhoopAss to Jones' beverage portfolio. These forward-looking statements are based on the opinions and estimates of management based on current information and are subject to certain risks and uncertainties that could cause actual results to differ materially from those anticipated in such forward-looking statements. Factors that could affect Jones Soda's actual results include, among others, Jones Soda's inability to achieve levels of revenue and cost reductions that are adequate to support its capital and operating requirements in order to continue as a going concern; Jones Soda's inability to generate sufficient cash flow from operations, or to obtain funds through additional financing or other strategic alternatives, to support its business plan; the impact of the global economic crisis, which has continued to have a greater than expected impact on Jones Soda's business; Jones Soda's inability to increase points of distribution for its products or to successfully innovate new products and product extensions; Jones Soda's inability to establish distribution arrangements with distributors, retailers or national retail accounts; Jones Soda's inability to maintain relationships with its co-packers; Jones Soda's inability to maintain a consistent and cost-effective supply of raw materials; Jones Soda's inability to receive returns on its trade spending and slotting fee expenditures; Jones Soda's inability to maintain brand image and product quality; Jones Soda's inability to protect its intellectual property; the impact of current and future litigation; Jones Soda's inability to develop new products to satisfy customer preferences; the impact of intense competition from other beverage suppliers; and risks and uncertainties described in Jones Soda's current and periodic reports filed with the Securities and Exchange Commission, including its most recent annual report on Form 10-K and quarterly reports on Form 10-Q filed in 2010. Readers are cautioned not to place undue reliance upon these forward-looking statements, which 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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