



FOR IMMEDIATE RELEASE

Jones Soda and *The Onion* Partner to Deliver Refreshing Six-packs of Satire

"Nation Demands Tax Dollars Only Be Wasted on Stuff That's Awesome"; this and other parody headlines served up on Jones' newest line of limited edition bottles

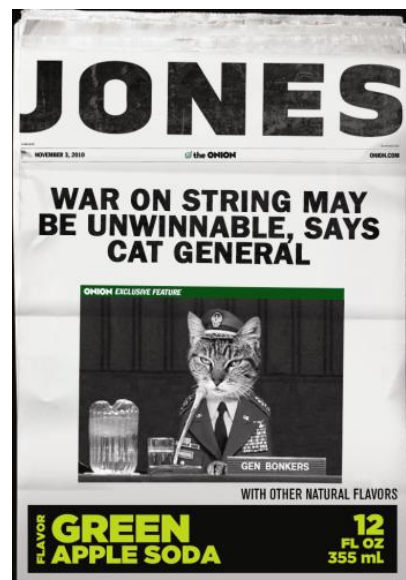
SEATTLE, Jan. 20, 2011 –Breaking pop culture news! [Jones Soda](#), a leader in the premium soda category and known for its innovative marketing, and [The Onion](#), the satirical news organization, today launched a co-branded line of limited edition sodas that pairs Jones' distinct, colorful flavors with *The Onion's* hilariously irreverent headlines. The line is now available exclusively at www.myjones.com and store.theonion.com while supplies last.

"*The Onion* and Jones share a lot of the same youthful and lighthearted fans, so it was a natural partnership", said Jones Director of Marketing Mike Spear. "We picked some of our best-selling flavors, *The Onion* picked their favorite headlines, and we married them together."

Under the partnership, the companies created a collection of six 12-oz. glass bottles that each boast a black and white newsprint-inspired label with a signature *Onion* headline and accompanying image. The collection – which includes Jones' popular Green Apple, Root Beer and Strawberry-Lime flavors – is sold as a six-pack that contains one of each bottle created, including exclamatory gems such as: "Nation Demands Tax Dollars Only Be Wasted on Stuff That's Awesome;" "War on String May be Unwinnable, Says Cat General;" and the ominous "Work Friend Accidentally Becomes Real Friend."

"For us, it's first about finding compatible brands that synch with our creative approach," said Dan Ryan, Midwest Sales Director of *The Onion*. "Jones Soda's similar outlook offered a great starting point for collaboration. By employing the best characteristics of each, we were able to come up with a product that we are all excited about."

In addition to the digital activity and promotion of the limited edition soda line, Jones and *The Onion* will put their partnership directly in the hands of consumers when they join forces at this year's SXSW festival in Austin, Texas. Jones is a participating sponsor of an exclusive SXSW party, hosted by The A.V.



Club, the entertainment newspaper and website published by *The Onion*, on Friday, March 18. Festival-goers will enjoy Jones Soda throughout the event.

The Jones Soda/*The Onion* bottles retail as a six-pack for \$12.99 plus shipping and handling, and can be shipped anywhere within the United States and Canada. For more information, visit www.jonessoda.com or www.theonion.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 The Onion

The Onion is America's Finest News Source. It is the last bastion of unbiased, reliable, and definitive news in a world dominated by superficiality, mediocrity, and non-Onion news outlets. Founded in 1756, when Friedrich Siegfried Zweibel, an immigrant tuber-farmer from Prussia, shrewdly bartered a sack of yams for a second-hand printing press and named his fledgling newspaper The MercantileOnion after the only words of English that he knew. Since then, The Onion has expanded into an omnipotent news empire complete with a 24-hour broadcast news division, the Onion News Network, and wildly successful website, TheOnion.com. Today, The Onion misinforms more than 1.5 million readers in print and 7.5 million online each month. In January of 2011, The Onion introduced two television shows, "Onion News Network" on IFC and "Onion SportsDome" on Comedy Central.

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