



FOR IMMEDIATE RELEASE

Jones Soda Co. Teams with K2 Sports

New partnership carves way for integrated branding and marketing promotions

SEATTLE, April 5, 2011 – Jones Soda Co., a leader in the premium soda category and known for its innovative marketing, today announced it has teamed up with America’s top-selling winter sports brand K2 Sports to pursue new snow-inspired initiatives. As part of the partnership, K2 will wholly integrate the Jones brand throughout its marketing initiatives as well as create some one-of-a-kind Jones Soda skis and snowboards.

“Our sodas have always been popular with the snow, surf and skate cultures,” commented Mike Spear, Director of Marketing for Jones. “The alignment with K2 is one of Jones’ biggest cross-marketing initiatives to date, as both brands will mutually integrate one another through multiple avenues including digital, retail, and events.”

The K2 partnership officially begins this month. The two brands have agreed to a two-year alignment that will involve cross-brand presence via digital marketing, as well as mutual appearances at snow sport events, demo centers, movie premieres, retail displays and more. In addition, the companies will develop cross-branded merchandise for Jones to use as incentives and prizes.

“K2 and Jones have a history of connecting with consumers on a deeper level through groundbreaking marketing programs and products,” said Jeff Mechura, Vice President of Marketing for K2 Sports. “We’re made for each other. The partnership is an excellent opportunity for both companies to jointly reach our fans in new and unexpected ways.”

The Jones brand has long been known for its grassroots marketing approach. Historically, the Company achieved popularity through its alternative distribution strategy that included product placement at extreme sporting events and in skate and surf shops, piercing parlors, music stores and more. Today, Jones soda products are found in major retailers all throughout North America, while the brand still enjoys a strong connection with its loyal audience through its fan-submitted labels, engaging promotions and innovative soda offerings. To learn more 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.

About K2 Sports

K2 Sports, based in Seattle, Wash., has achieved unparalleled success through innovative product offerings, marketing programs and multiple brand acquisitions. The company is globally renowned for its non-traditional advertising, graphics and high performance products throughout its portfolio. With wholly-owned subsidiaries in Canada, Central Europe, Japan, Korea and Scandinavia and distribution in more than 60 countries, K2 Sports continues to assert its position as a global leader across multiple categories of sporting goods. To experience K2's world, visit www.k2sports.com.

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