



FOR IMMEDIATE RELEASE

Lindsey Jacobellis Gets on Board with Jones Soda Co.

Iconic snowboarder signs on as popular soda brand's newest athlete ambassador

SEATTLE, March 22, 2011 – Jones Soda Co., a leader in the premium soda category and known for its innovative marketing, today announced it has teamed up with world snowboarding champion Lindsey Jacobellis. Jacobellis is the latest addition to the “Jones Athlete Team” and will represent the alternative soda brand as an ambassador via appearances, sponsored gear, marketing initiatives and more.

“The Jones Athlete Team is an unofficial group of athletes from all walks of life representing all different sports, who are at the top of their game,” noted Mike Spear, Director of Marketing for Jones. “Jones owes a lot of its success to the action sports culture, which is where our brand first became popular. The partnership with Lindsey is a perfect match and we’re excited bring some fun new promotions to our shared fans.”

Under the two-year partnership, Jacobellis, a three-time woman’s FIS Snowboarding World Champion and seven-time X Games gold-medalist, will make a number of event appearances on behalf of Jones, wear Jones branded gear during competitions, and be featured in Jones advertising and marketing campaigns. Jacobellis’ first scheduled appearance for the brand will be this spring.

“A lot of my boarding friends and fans love Jones, so this was a very natural connection for me,” said Jacobellis, who notes her favorite Jones soda is the Orange and Cream flavor. “I’m excited to take a ride with Jones Soda, and will be Tweeting about my events and appearances, so follow @LindsJacobellis to keep up!”

Jacobellis joins a colorful list of Jones Athletes; the past roster has included such greats as skateboarders Tony Hawk and Bam Margera, BMX biker Mat Hoffman, and surf legend Benji Weatherly among many others. Historically, the beverage 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 about the company visit www.jonessoda.com, follow [@jonessodaco](https://twitter.com/jonessodaco) or find them on Facebook at www.facebook.com/jonessoda.

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.

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