



For Immediate Release

Jones Soda Co. Announces Retail Authorizations at Multiple U.S. Retail Chains

Additional retail opportunities for Soda Products made possible by new distribution network spanning coast to coast

SEATTLE, December 5, 2011 – Jones Soda Co. (JSDA), a leader in the premium soda category and known for its unique branding and innovative marketing, today announced it has received 2012 retail authorizations from several U.S. chains, including grocery giants Safeway, Winn Dixie and Publix, Kum & Go convenience stores and all U.S. military commissaries. Jones has added several new chains in Canada as well, including Food Land, which further expands Jones' product distribution within the Sobeys chain of stores. Earlier in the year Jones Soda also secured authorizations for Ralphs, Albertsons, Giant Eagle, Cub Foods and Shoprite stores.

Combined with the 2011 account authorizations mentioned above, these new 2012 account authorizations improve Jones Soda's availability by increasing the total number of outlets where the products will soon be sold beginning with the retailer resets which will take place in the first half of 2012. The opportunity to service these chain customers was created by a new distribution network the Jones team has been building for the last 18 months, as well as the brand's sell-through performance in existing retailers.

The new retail authorizations apply to the Jones Soda product portfolio including Jones Pure Cane Soda[®] in glass bottles, the new 16-ounce cans and the zero calorie Jones Zilch soda[®]. Jones Soda's top SKUs are performing well in the grocery channel – many popular flavors have seen double digit growth in terms of grocery retail dollar sales, including Cream Soda (20% increase), Green Apple (28% increase), Berry Lemonade (41% increase) and Zilch Black Cherry (41% increase)*.

"Our plan has been to invest in sales and marketing to aggressively increase the availability of Jones products to both new and existing customers, and these authorizations are a direct result of that," said William Meissner, CEO of Jones Soda. "We are always asked 'where can I find your product?' We believe there is a significant part of the population that we could not reach with Jones Soda products, because our distribution capabilities did not allow us to serve some of these important retail outlets that we now have access to."

The most recent data shows Jones Soda's U.S. grocery distribution, or ACV, has grown 31% compared to a year ago*. These newly announced grocery accounts provide additional opportunity to drive further increases in distribution for 2012.

"We are pleased that our strategy to focus on growth in our core products through investments in sales and marketing is paying off," commented Meissner. "With these new retailer authorizations in place, we remain optimistic that we will see our U.S. grocery channel sales volume and revenue increase."

About Jones Soda Co.

Headquartered in Seattle, Washington, Jones Soda Co.® (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.

*According to Nielsen data for the 13 week period ended Sept. 3, 2011.

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. Forward-looking statements include all passages containing words such as "aims," "anticipates," "becoming," "believes," "continue," "estimates," "expects," "future," "intends," "plans," "predicts," "projects," "targets," or "upcoming". Forward-looking statements also include any other passages that are primarily relevant to expected future events or that can only be evaluated by events that will occur in the future. Forward-looking statements are based on the opinions and estimates of management at the time the statements are made and are subject to certain risks and uncertainties that could cause actual results to differ materially from those anticipated or implied in the forward-looking statements. Factors that could affect Jones Soda's actual results include, among others, its ability to maintain compliance with the continued listing requirements of The Nasdaq Capital Market, its ability to successfully execute on its operating plan; its ability to secure additional financing or to generate sufficient cash flow from operations; its ability to use the net proceeds from any financings to improve its financial condition or market value; its ability to increase demand and points of distribution for its products or to successfully innovate new products and product extensions; its ability to establish distribution arrangements with distributors, retailers or national retail accounts; its ability to maintain relationships with co-packers; its ability to maintain a consistent and cost-effective supply of raw materials; its ability to receive returns on its trade spending and slotting fee expenditures; its ability to maintain brand image and product quality; its ability to protect its intellectual property; the impact of current and future litigation; its ability to develop new products to satisfy customer preferences; and the impact of intense competition from other beverage suppliers. More information about factors that potentially could affect Jones Soda's financial results is included in Jones Soda's most recent annual report on Form 10-K for the year ended December 31, 2010 and in the Company's quarterly reports on Form 10-Q filed with the Securities and Exchange Commission in 2011. Readers are cautioned not to place undue reliance upon these forward-looking statements that 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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Media Contact:

Amanda Foley
Duo PR, for Jones Soda Co.
206-957-1387 | amanda@duopr.com