



FOR IMMEDIATE RELEASE

## Jones Soda Bottles up Pear Trees, Candy Canes, Gingerbread and Sugar Plums for Sweet Holiday Sips

*Drink your dessert this season with classic holiday flavor four-packs from Jones Soda, or make your own MyJones customized bottles for holiday gifts and party mementos*

**SEATTLE, Wash. – Nov. 17, 2011** – For all the years sugar plum visions have danced through heads, Jones Soda (JSDA) turns the dream into a reality this season with the launch of its all new holiday flavor line-up. The company, a leader in the premium soda category and known for its innovative marketing, today unveiled this season’s limited edition offerings starring the holiday classics of Gingerbread, Pear Tree, Candy Cane and the elusive Sugar Plum!



“At Jones, we’ve had fun over the years coming up with our annual special holiday flavors, everything from turkey-flavored soda, to Brussels sprouts, green bean casserole, you name it,” said William Meissner, CEO of Seattle-based Jones. “We decided to hark back to the classics this year. These flavors are actually meant to be enjoyed at holiday gatherings, as opposed to novelty flavors we’ve done in the past, but they’re still unconventional and fun, which is what our brand is all about.”

To determine this year’s winning flavors, Jones crowd-sourced opinions from its loyal social media fans, and received hundreds of votes to make the final selection. These limited edition bottles are available at authorized JONES Soda retailers and online as a four-pack with one of each flavor: snappy Gingerbread in a light brown hue; tart, bright green Pear Tree; red-colored refreshing Candy Cane; and sweet, light pink Sugar Plum. Each 12-ounce glass bottle is emblazoned with a corresponding colorful candid photo submitted by Jones Soda fans, and the four-pack itself is shrink-wrapped in a festive covering depicting holiday wrapping paper and a bright red bow.

In addition to the special holiday offering, fans can also create their own customized Jones Soda bottles anytime through the MyJones Service. This offering, available at [www.myjones.com](http://www.myjones.com), allows people to pick a traditional Jones Soda flavors (from green apple to strawberry lime), upload a picture and message of their choice, and receive their own custom six- or twelve-pack of MyJones soda bottles. Particularly popular for holiday parties and gifts, weddings, and as commemorative mementos, MyJones pricing starts at \$16.99 per six-pack. MyJones is exclusively available via online order.

This year's holiday four-packs will be available for purchase online at [www.jonessoda.com](http://www.jonessoda.com) and on retail store shelves, priced at \$4.99 MSRP. For a nationwide list of stores that carry Jones Soda, visit [www.jonessoda.com/products/product-locator](http://www.jonessoda.com/products/product-locator).

#### **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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