



FOR IMMEDIATE RELEASE

JONES SODA CO. TO PRESENT AT THE OPPENHEIMER 11TH ANNUAL CONSUMER CONFERENCE

Seattle, WA – June 21, 2011 – Jones Soda Co. (NASDAQ: JSDA), a leader in the premium soda category and known for its unique branding and innovative marketing, today announced that the Company will make a presentation at the Oppenheimer 11th Annual Consumer Conference at The Four Seasons Hotel in Boston. The presentation is scheduled for Tuesday, June 28, 2011 at 11:15 am Eastern Time. Interested parties may listen via live audio broadcast over the Internet available at www.jonessoda.com.

About Jones Soda Co.

Headquartered in Seattle, Washington, Jones Soda Co.[®] markets and distributes premium beverages under the Jones Soda, Jones Pure Cane Soda[®] and Whoopass Energy Drink[®] brands and sells through its distribution network, which it refers to as its direct store delivery (DSD) channel, 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. For more information, visit www.jonessoda.com or www.myjones.com.

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