



FOR IMMEDIATE RELEASE

JONES SODA CO. TO PRESENT AT 13TH ANNUAL ICR XCHANGE CONFERENCE

Seattle, WA – January 7, 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 13th Annual ICR XChange Conference at The St. Regis Monarch Beach Resort & Spa in Dana Point, California. The presentation is scheduled for Thursday, January 13, 2011 at 8:50 am Pacific 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 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.

For further information, contact:

Michael R. O'Brien
Chief Financial Officer
Jones Soda Co.
(206) 624-3357
mobrien@jonessoda.com