



FOR IMMEDIATE RELEASE

Jones Soda Co. brings WhoopAss Energy Drink[®] to Indianapolis

SEATTLE, Aug 12, 2011 – Jones Soda Co. (JSDA), a leader in the premium soda category and known for its innovative marketing strategies, today announced its popular WhoopAss™ Energy Drink is now available in the Indianapolis market. WhoopAss will be sold throughout local Gas America™ retailers, as well as Marsh's and other grocery and retail outlets.

"The availability of our product at multiple Gas America stores throughout Indianapolis makes it quick and easy for locals to energize with a can of WhoopAss whenever they want," said Bill Meissner, CEO of Jones Soda.

Originally launched in 1999, WhoopAss underwent a major overhaul to improve appearances, taste and functionality, and re-launched in late 2010. The new recipe focuses on functional ingredients including amino acids to ramp up metabolism, Yerba Mate, Grape extracts, and Green Tea, to help muscle recovery, and B vitamin to supply an energy boost. The flavor profile has hints of dragon fruit, and the 16-oz. can features gritty grey and black graphics with a strong new logo.

To kick off the arrival, WhoopAss will be featured at the local Motorcycle Appreciation Day at the Fox and Hound restaurant and bar on Saturday, August 13. WhoopAss samples and a special "sucker punch" adult beverage will be provided to guests, as well as WhoopAss product giveaways and prizes. For more event information, visit www.foxandhound.com.

For more product information, visit www.jonessoda.com, or keep up on the WhoopAss Facebook page at www.facebook.com/whoopass.

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. www.jonessoda.com

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