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Jones Soda Co. Launches WhoopAss Energy in Canada; Forms Partnership with Toronto Argonauts

SEATTLE, July 8, 2011 – Jones Soda Co. (JSDA), a leader in the premium soda category known for its innovative marketing strategies, today announced its popular WhoopAss™ energy drink is now available in the Canadian market. Further ramping up its presence, Jones also announced a 1-year sponsorship deal of the Toronto Argonauts.

“Jones has roots dating back to Canada, and many of our biggest fans are Canadian, so we are always looking for opportunities to integrate in the market and give back,” said Bill Meissner, CEO of Jones Soda. “Our partnership with the Argonauts will help introduce our popular WhoopAss energy drink internationally, and we couldn’t think of a better way to do than with a tough football team.”

The WhoopAss energy drink was originally created in 1999, 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.

Through the Canadian WhoopAss launch, Jones will provide a cash sponsorship to the Argonauts in exchange for integrated marketing and promotional initiatives including giveaways, branded merchandise, contests and more. Jones Soda products, including WhoopAss and Jones popular Pure Cane sodas in glass bottles, will be available for tasting outside Roger Centre’s main entrance. The Argonauts will also be included in select Jones’ advertising initiatives including point of sale displays.

“The young and fun appeal of the Jones brand is a key component of our partnership, as it perfectly aligns with our fan base,” said David Bedford, Vice-President of Marketing and Communications for the Toronto Argonauts. “We’ve been partnering with them since 2009, it’s been a great success, and we’re eager to continue the momentum.”

Jones Soda started in the Canadian market in 1996, and now sells its complete product line throughout the country. The product line includes Pure Cane Soda, Zilch zero sugar, zero calorie soda, myJones customizable labeled soda, WhoopAss energy drink, and sugar-free WhoopAss Zero. . This marks the first International market for WhoopAss, which has seen strong sales in the US since its revamp last year.

The Jones brand has long been known for its grassroots marketing approach, from partnering with brands with similar audiences to directly connecting to their customers creating a loyal fan base. The partnership with the Toronto Argonauts represents another step to reach its loyal fans in unconventional but successful ways. To learn more visit www.jonessoda.com.

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.

About Toronto Argonauts

The Toronto Argonauts are North America's oldest professional football club, celebrating their 138th anniversary in 2011. As Toronto's #1 community team through player involvement, community programs and The Argos Foundation, the Toronto Argonauts, a member of the Canadian Football League (CFL), have 15 Grey Cup championships to their credit. For 2011 season ticket and group sales packages, please contact the sales team at (416) 341-ARGO. For more information on the Toronto Argonauts Football Club, please visit argonauts.ca.

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