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NEWS RELEASE

JONES SODA PARTNERS WITH VITAMIN ANGELS TO SAVE ONE MILLION CHILDREN FROM GOING BLIND

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Trading Symbol: NASDAQ: JSDA
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Seattle, WA, U.S.A. – Jones Soda Co. (the “Company” or “Jones Soda”), announced today its partnership with Vitamin Angels with a goal to save more than one million children from going blind.

Over the next year, Jones Soda Co. will be working with Vitamin Angels in numerous ways promoting their most aggressive campaign yet, Operation 20/20; an effort to eradicate childhood blindness due to vitamin A deficiency (VAD) worldwide. VAD affects between 100 and 140 million children annually and of those children up to one-half million will go blind. The true tragedy is that one-half of these children will die within 12 months of going blind from opportunistic infections and associated diseases.

To support this cause, Jones Soda is donating the time and financial resources needed to provide vitamin A supplements to one million children in developing and impoverished countries. These funds will be raised through contributions from 24C vitamin enhanced water, the Myjones.com website, Jones Soda under the cap program and an innovative viral marketing campaign focused on our youth demographic.

“Saving one million children from going blind is real and very exciting for Jones, our stakeholders and our community.” Peter van Stolk, President and CEO stated. “We are honored to work with Vitamin Angels and make this happen.”

To date, Vitamin Angels has distributed over 350 million vitamins and other supplements in 82 countries around the world. Vitamin Angels is often referred to as the “humanitarian arm” of the natural products industry and is the only non-profit in existence solely dedicated to providing vital nutrition to those in need internationally and domestically.

“Jones Soda is one of the most innovative companies around. Their contribution will be life changing for a million at-risk children,” says Howard Schiffer, executive director of Vitamin Angels. “We are thrilled to have their support and creative energy for Operation 20/20.”

Established in 1994, Vitamin Angels is a non-profit organization that works at the village level providing vital nutrition to children and families in need. For more information, please visit www.VitaminAngels.org.

This press release contains forward-looking statements and projections concerning the Company’s plans, strategies, expectations, predictions and financial projections concerning the Company’s

future activities and results of operations and other future events or conditions, and are "forward-looking statements" as defined by the Private Securities Litigation Reform Act of 1995. Words such as "expect," "believe," "anticipate," "may," "will," "plan," "intend," "estimate," "could," and other similar expressions are intended to identify these forward-looking statements. In particular, statements in this release regarding potential growth opportunities, working capital and cash flow management, operational and expense controls, future profitability and results of operations are forward looking. Statements in this press release, and elsewhere, that look forward in time or include anything other than historical information involve risks and uncertainties that may affect the Company's actual results of operations. These statements by the Company are subject to certain risks, including, among others, future demand for its products, competition from other businesses providing similar products, the ability to maintain profitability and control expenses and the Company's ability to successfully execute its business strategy. These and other risks and uncertainties are discussed in more detail in the Company's periodic reports filed with the Securities and Exchange Commission under the Securities Exchange Act of 1934, as amended, which are available at the SEC website at www.sec.gov.

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