

FOR IMMEDIATE RELEASE

## **JONES SODA COMMEMORATES BARACK OBAMA'S INAUGURATION** **Soda Company Heads to Washington D.C. to Introduce Orange "You Glad for Change" Cola**

**WASHINGTON** – Inspired by Barack Obama's campaign message of change, Seattle-based Jones Soda is making its own change by infusing cola with a hint of orange to create its newest flavor, "The Orange Cola." The company is producing a limited edition run of the new flavor featuring the President-elect, entitled "Orange 'You Glad for Change' Cola."

To celebrate the January 20<sup>th</sup> inauguration, Jones Soda is heading out to our nation's capital with the 44<sup>th</sup> president's new soda in hand. People in Washington D.C. will have the first chance to sample the new flavor while the Jones Soda video crew asks, "Orange you glad for change?" Viral videos will be posted on Jones Soda's Web site to display inauguration footage and capture America's hopes and dreams of what's to come over the next four years.

Jones Soda Co. has used the motto, "Run with the little guy, create some change," since the company's inception in 1994 and has cultivated a personal connection with customers. All photos on Jones Soda labels are submitted by consumers and the company also invites people to customize their own bottles with personal photos and messages at [www.myjones.com](http://www.myjones.com).

"Jones Soda has always had a passion for driving change and supporting individuals' right to make their own choices. Our online Campaign Cola election received votes from every region of the country, voters both young and old helped drive Obama to a landslide victory," said Joth Ricci, COO, Jones Soda. "To celebrate this historic time of change, we made Obama's image part of this fresh take on an old favorite. Whether people support the new President or our new flavor, we think change is good."

The collectors' edition bottles follow the wide success of Campaign Cola, which tracked virtual votes in the 2008 election based on bottles sold for each respective candidate. Barack Obama's Yes We Can Cola trumped John McCain's Pure McCain Cola with 15,996 bottles sold to McCain's 3,768. Within the weeks following the election, Yes We Can Cola completely sold out the 30,000 bottles created.

Barack Obama Orange "You Glad for Change" Cola will be available for a limited time online and in select retailers. In Washington D.C., Shoppers and Giant Food grocery retailers will carry the soda in addition to select college bookstores surrounding inauguration day celebrations. Six-packs and 12-packs can be purchased at [www.jonessoda.com](http://www.jonessoda.com) for \$14.99 and \$23.99, respectively, plus shipping.

### **About Jones Soda Co.:**

Headquartered in Seattle, Washington, Jones Soda Co. markets and distributes premium beverages under the Jones Soda, Jones Pure Cane Soda, Jones 24C, Jones Energy, Jones Organics, Jones Naturals and Whoopass brands and sells through its distribution network in markets 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 and everywhere you'd never expect to find a soda. For more information visit [www.jonessoda.com](http://www.jonessoda.com) and [www.myjones.com](http://www.myjones.com)

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