



234 Ninth Avenue North
Seattle, WA
98109

T 206-624-3357
F 206-624-6857
www.jonessoda.com

NEWS RELEASE

JONES SODA TO PRESENT AT PIPER JAFFRAY 28th ANNUAL CONSUMER CONFERENCE

June 2, 2008

Trading Symbol: NASDAQ: JSDA
TSX-V: JSD

Seattle, WA, U.S.A. – Jones Soda Co. (the "Company" or "Jones Soda"), today announced that the Company will make a presentation at the Piper Jaffray 28th Annual Consumer Conference on Tuesday, June 10, 2008 at 1:00 pm Eastern 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, 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 jonessoda.com and myjones.com

For further information, contact:
Stephen Jones, CEO, Jones Soda Co.
(206) 624-3357 or sjones@jonessoda.com

Hassan Natha, Chief Financial Officer
(206) 624-3357 or hnatha@jonessoda.com

Chad Jacobs, Integrated Corporate Relations
(203) 682-8200 or cjacobs@icrinc.com