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## **JONES SODA CO. LAUNCHES PERSPIRATION SODAS IN HONOR OF THE SEATTLE SEAHAWKS**

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**Trading Symbol:** NASDAQ: JSDA  
TSX-V: JSD

**Seattle, WA, U.S.A. – Jones Soda Co.** (the “Company” or “Jones Soda” or “Jones”), announces today its limited edition Seahawks Collector Pack of five new football inspired flavors which includes: Dirt Soda, Sports Cream Soda, Perspiration Soda, Natural Field Turf Soda, and Sweet Victory Soda.

“Throughout their career, the average NFL player will spend 2 years of their life in the gym, eat 3 pounds of dirt and perspire 10,000 gallons of sweat. These players must withstand incredibly tough conditions to be ready for every game, which is why we thought we’d bring the fans the full experience in a bottle,” says Peter van Stolk, President & C.E.O. “Now, you can enjoy all the sweat and dirt an NFL player experiences, along with the ultimate taste of Sweet Victory.”

The limited edition Seahawks Collector Pack will be available in select stores through the Jones Soda distributor network the week of September 30th. Each pack will retail at \$19.99.

“This is certainly unique in the NFL,” said Seahawks CEO Tod Leiweke. “The flavors are distinct and pay tribute to the hard work and determination of our players.”

The Seahawks Collector Pack will also be available for pre-sale beginning on Thursday, September 27<sup>th</sup> at 8 a.m. (PST) on [www.jonessodastore.com](http://www.jonessodastore.com). The pack will only be available in limited quantities, and on a first come, first served basis.

In addition to the Seahawks Collector Pack, Jones Soda Co., will also be releasing their Pure Cane Cola, Sugar-free Cola, and Lemon Lime Soda in Seahawks themed 12 pack can Fridge Packs, featuring 7 unique Seahawks related photos per box. Athletes featured on the packs include; Matt Hasselbeck, Deion Branch and Walter Jones. These limited edition Fridge Packs will be sold in select retailers throughout the Northwest beginning October 1<sup>st</sup>.

Headquartered in Seattle, Washington, Jones Soda Co., manufactures its Jones Soda, Jones Naturals, Jones Energy and Whoopass brands and sells it through its distribution network in select markets across North America. A leader in the premium soda category, Jones is known for its 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.

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, 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 Jones Soda, Jones Naturals and Whoopass, 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](http://www.sec.gov).

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The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy of the content of the information herein.