



PRESS RELEASE

PORTLAND TRAIL BLAZERS

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JONES SODA TO QUENCH ROSE GARDEN THIRST

Northwest company now 'official soft drink of Trail Blazers fan'

Portland, Ore. – The Portland Trail Blazers have entered a new corporate partnership with Jones Soda Company that establishes the Northwest company as ‘the official soft drink of the Portland Trail Blazers fan’.



Eight different Jones Soda products, including three flavors of enhanced water, will be served on the Lexus Club Level, suite level, and at stations serving bottled and canned soda at Trail Blazers games and other Rose Garden events.

“We are proud to partner with a respected regional company,” said **Sarah Mensah**, Chief Marketing Officer of the Trail Blazers. “Jones Soda connects with its customers and will be a big hit with Trail Blazers fans. It is a tremendous match.”

Jones Soda Co. has been recognized and awarded for its creativity and innovation, including unique packaging which features labels inspired by photos submitted by customers.

Fans at select Trail Blazers games can have their picture taken at a booth location on the main level concourse of the Rose Garden and can order Jones Soda products with that photo on the label. In addition, the Trail Blazers will feature an in-arena promotion during these select games where the Wells Fargo big screen is transformed into a Jones Soda label, and a lucky fan who appears in the label will receive a MyJones.com prize pack.

“This relationship provides the opportunity for Jones Soda to partner with one of the NBA’s most successful franchises while being featured in a premier entertainment venue,” said Joth Ricci, chief operating officer, Jones Soda Co. “We love the idea of being a sponsor of the fan while bringing a variety of fun, unique ideas to the Trail Blazers and the marketplace. As a Northwest company, we are proud to be part of the Trail Blazers family.”

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 and www.myjones.com.

ABOUT THE PORTLAND TRAIL BLAZERS



The Portland Trail Blazers, members of the National Basketball Association (NBA), were founded in 1970, and purchased by Paul G. Allen in 1988. The team's rich heritage includes 26 playoff appearances, an NBA championship in 1977 and a commitment to community service. With a corporate mission to "Make It Better," the Trail Blazers strive to help children and their families throughout Oregon and southwest Washington live, learn and play. The Trail Blazers are the first and only pro sports franchise to receive the prestigious National Points of Light Award for excellence in corporate community service. For more information on the trailblazers visit www.trailblazers.com.