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JONES SODA INSTITUTES "TURKEY BAILOUT PLAN"
Iconic Holiday Flavors to Replace Turkey & Gravy

SEATTLE, Washington – November 25, 2008 – With Thanksgiving on the horizon, many Jones Soda fans are wondering, "hey, where's my Turkey & Gravy Jones Soda?" The answer is that Jones Soda has taken a cue from the U.S. government and instituted its own bailout plan – the "Turkey Bailout Plan." While the federal government is bailing out banks, Jones is bailing out turkeys.

"We looked at all of the bailouts and felt that none of them were benefiting animals," said Mike Ginal, Brand Manager of Jones Soda. "Sure, humans get saved for their bad home loans but the turkeys… who's looking out for them? We took it upon ourselves to bail them out this holiday season. Therefore, you won't be seeing Turkey & Gravy in 2008"

There will be many disappointed gastronomes out there that have been salivating at the thought of the annual fall favorite, but Jones Soda felt they must take a stand.

"Turkeys have served the company well for years and years, and it's about time we stood up and gave them a break," added Ginal. "This year Jones decided it will enlist more classic holiday flavors that are turkey free."

In happier news, holiday revelers can drown their sorrow with three innovative new Jones Soda holiday flavors created from the West Coast's most popular holiday ingredients. **Mele Kalikimaka**, the thing to say on a bright Hawaiian Christmas Day, packs an unconventional sweet and sour punch with California-grown pineapples and coconuts. **Candy Cane** bottles up Christmas's most iconic flavor while **Pear Tree**, minus the partridge, is what everybody wants from their true love. These Holiday 2008 flavors will be available in Target aisles nationwide for a limited time.

Visit www.jonessoda.com for more information or www.myJones.com to submit a picture for a customized 12-pack of myJones to create the perfect holiday gift.

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

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