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JONES SODA CO. LAUNCHES FIVE NEW HOLIDAY FLAVORS

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Seattle, WA, U.S.A. – Jones Soda Co. (the "Company" or "Jones Soda" or "Jones"), announces today its limited edition holiday pack of five new seasonal flavors which includes: Green Bean Casserole Soda, Mashed Potato & Butter Soda, Fruitcake Soda, Cranberry Soda and Turkey & Gravy Soda.

"Our holiday pack takes the work, worries and cost out of preparing a turkey dinner, so our consumers can spend more time with their loved ones. We even included utensils," says Peter van Stolk, President & C.E.O. "We realized consumers are concerned about the 2,000 calories that each full holiday meal contains. That's why we made our sodas zero calories and zero carbs. Now, you can enjoy all the mashed potatoes and butter without worrying about the carbs."

For the second year, Jones Soda has partnered with Toys for Tots and will be donating a portion of the sales to the organization with a goal of raising \$50,000.

Toys for Tots is one of the nation's flagship and most visible Holiday Season charitable causes with local Toys for Tots campaigns conducted from October through December each year, in 456 communities nationwide.

The limited edition holiday pack will be available in select stores through the Jones Soda distributor network and select Target stores the week of November 8th. Each pack will retail at \$15.95.

The Jones Holiday Pack will also be available for sale on Thursday, November 11th at 8 a.m. (PST) on www.jonessodastore.com. The pack will only be available in limited quantities, and on a first come, first served basis.

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.