



## **JONES SODA LAUNCHES HOLIDAY MEAL IN A BOTTLE**

### **About St. Jude Children's Research Hospital**

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. No family ever pays St. Jude for treatments not covered by insurance, and families without insurance are never asked to pay. St. Jude is financially supported by ALSAC, its fund-raising organization. For more information, please visit [www.stjude.org](http://www.stjude.org).

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. Statements contained in this release regarding potential future opportunities from the [myjones.com](http://myjones.com) website, the Company's anticipated future results of operations, and the Company's ability to expand the Jones Soda, Jones Naturals, Jones Energy and Whoopass brands are "forward-looking statements" as the phrase is defined by the Private Securities Litigation Reform Act of 1995. Forward-looking statements by the Company are subject to certain risks, including future demand for Jones Soda products, the Company's ability to maintain and expand its distributor network, the ability of its distributors to increase product sales, competition from other businesses providing similar products and the Company's ability to successfully execute its business strategy. These risks and uncertainties, as well as other risks that are relevant to the Company's business and results of operations, 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, including the Company's Annual Report on Form 10-KSB for the 2001 fiscal year.

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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.

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