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JONES SODA LAUNCHES HOLIDAY MEAL IN A BOTTLE REGIONALLY TO BENEFIT TOYS FOR TOTS

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Seattle, WA, U.S.A. – For those who can't get enough holiday spirit, Jones Soda Co. is serving it up by the bottle. For the third year, Jones is launching a regional holiday pack to benefit Toys for Tots.

The goal of this regional Jones Holiday Pack is to raise \$50,000 for Toys for Tots, which is one of the nation's most visible Holiday Season charitable causes with local Toys for Tots campaigns conducted from October through December each year, in 456 communities nationwide. Jones has asked that these proceeds be focused toward Katrina Hurricane victims.

This regional limited edition holiday pack has a Northwest theme, with Smoked Salmon Paté Soda as the starting hors d'oeuvre, along with the traditional Turkey & Gravy Soda, Corn on the Cob Soda, Broccoli Casserole Soda, and Pecan Pie Soda for dessert. This Northwest inspired holiday pack will be sold regionally at local retailers. The limited edition pack will be sold regionally through Jones distribution network at select local retailers beginning the week of November 7th, while supplies last.

"Because of the overwhelming response to our holiday packs in 2004, we saw that there was a real demand for zero-calorie, meal-replacement beverages. This was also an opportunity to provide even more support for children's charities," says Peter van Stolk, President and CEO. "Our partnership with Target helped make our holiday packs available nationally, but we wanted to have a special pack dedicated to Seattle, which will be available on a regional basis."

Headquartered in Seattle, Washington, Jones Soda Co., sells its Jones Soda products 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.

For further information on Jones Soda Co., contact:

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