



234 Ninth Avenue North
Seattle, WA
98109

T 206-624-3357
F 206-624-6857
www.jonessoda.com

JONES SODA CO. LAUNCHES NEW FLAVOR BOOSTER CANDY

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Seattle, WA, U.S.A. – Jones Soda Co. (the “Company” or “Jones Soda”), today announced an exclusive licensing agreement with Big Sky Brands, Inc. to create Jones Soda flavor booster candy.

The launch of Jones Soda Flavor Boosters gives Jones the opportunity to enter the candy aisle of stores. Jones Soda Flavor Boosters will make its debut in unique metal tins with three Jones Soda flavors: Green Apple, Fufu Berry, and Berry Lemonade. Just like Jones Soda, under each lid Jones will feature quotes sent in by consumers. Jones Soda Flavor Boosters will be available in select alternative, convenience and grocery locations across the country in early 2006.

Jones Soda Flavor Boosters allow the consumer to make any drink a “Jones”. By simply adding these Jones Soda flavor boosters to a bottle of water will give it an intense Jones flavor.

“We’re absolutely thrilled to be taking part in the Jones Soda revolution. The extension of the Jones brand into confectionery is a natural fit with potential for expansion into new and established retail markets for Jones,” said Steve Yacht, Director of Sales and Marketing at Big Sky Brands. “With our existing line of teen and young adult oriented candy and mints, Big Sky is particularly well positioned to launch the Jones brand into our established network of candy retailers across the United States and Canada.”

“When Big Sky approached us with the idea of making Jones Flavor Boosters, we felt this was a great opportunity to showcase our Jones premium flavors in the candy section of the store,” said Peter Van Stolk, CEO of Jones Soda Co. “Our partnership with Big Sky gives Jones consumers yet another way to enjoy the unique flavors we create.”

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.

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 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.

For further information on Jones Soda Co., contact:

Jennifer Cue, Jones Soda Co.
(206) 624-3357 or jencue@jonessoda.com

Seth T. Godwin, Jones Soda Co.
(206) 624-3357 or seth@jonessoda.com

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