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**JONES SODA CO. APPOINTS STEVE JONES, FORMER CMO OF
THE COCA-COLA COMPANY, TO ITS BOARD OF DIRECTORS**

March 9, 2006

Trading Symbol

NASDAQ:

JSDA

TSX-V:

JSD

Seattle WA – Jones Soda Co. (the “Company” or “Jones Soda”) announced today that it has appointed Mr. Stephen C. Jones to its Board of Directors.

Mr. Jones is the former Chief Marketing Officer of The Coca-Cola Company. Over seventeen years, he held a variety of marketing and operations positions within The Coca-Cola Company around the world. He is currently CEO of Brand Ignition Group, which he co-founded in 2003.

Peter van Stolk, President and CEO of Jones Soda commented, “We are privileged to have Steve join our Board, his wealth of knowledge and years in the business are an invaluable asset to Jones Soda.”

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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