

FOR IMMEDIATE RELEASE

JONES SODA CO. LAUNCHES “KEEPING IT REAL” SUSTAINABILITY INITIATIVE ON EARTH DAY

Seattle Company Goes “Off the Grid” by Pedal Powering Office on April 22

SEATTLE – Jones Soda Co. is celebrating Earth Day by launching its “Keeping It Real” sustainability program. To kick off the initiative, the company will go off the electrical grid and power its Seattle headquarters solely with bicycle generated energy. Community members and Jones staff will pedal ten bicycles to generate all the energy needed for the day.

“When it comes to the environment, Jones Soda Co. has always encouraged consumers and business partners to keep it real,” said Joth Ricci, CEO-elect, Jones Soda. “On Earth Day 2009, we are signifying the official launch of our ‘Keeping It Real’ platform by going off the electrical grid. By partnering with local businesses and organizations to achieve this feat we are symbolizing our commitment to making our planet a little greener, healthier and better to live in.”

“Keeping It Real” encompasses energy management, waste reduction, recycling and Fair Trade Certified practices inside and outside the office. To create the program, the company is working with all of its business partners to achieve more environmentally friendly business practices.

In order to human-power the office on Earth Day, the company partnered with local companies and organizations including Recycled Cycles and the University of Washington’s Applied Physics Lab, along with inspiration from www.pedalpowergenerator.com. The bikes used will convert pedaled energy into usable electricity. In addition, Jones will scale back normal electrical use, powering a limited number of computers, phones and other electrical equipment. Tap Plastics, Columbia Distributing, Superbig Creative and Piccora’s are sponsoring the event and Cascade Bicycle Club will be on-site pedaling and educating visitors about bicycling for a greener community.

To participate in Jones Soda Co.’s Earth Day activities, visit the Jones Soda office at 234 9th Ave Non Wednesday, April 22, between 9 a.m. and 5 p.m. For those that cannot participate at Jones Headquarters, the activities can be viewed online through a webcam on the Web site. For more information about Jones’ Earth Day 2009 activities, please visit www.jonessoda.com.

About Jones Soda Co.:

Headquartered in Seattle, Washington, Jones Soda Co. markets and distributes premium beverages under the Jones Soda, Jones GABA, Jones Pure Cane Soda, Jones 24C, Jones Energy, Jones Organics, Jones Naturals and Whoopass brands and sells through its distribution network in markets across North America. A leader in the premium soda category, Jones is known for its variety of flavors and 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 more information visit www.jonessoda.com and www.myjones.com

###

Media contacts:

Wendy Ogunsemore / Matt Muller
Richmond Public Relations (206) 682-6979
wendyo@richmondpr.com / mattm@richmondpr.com