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JONES SODA CO.® RELEASES DESSERT PACK
EXCLUSIVELY AT TARGET® TO BENEFIT ST. JUDE CHILDREN'S
RESEARCH HOSPITAL®

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Trading Symbol

NASDAQ: JSDA

TSX-V: JSD

Seattle, WA, U.S.A. – This season's newest edition to the Jones Soda holiday flavor family may be more palatable than you might think. The Jones Soda Dessert Pack includes five great tasting soda flavors: Apple Pie, Banana Cream Pie, Cherry Pie, Key Lime Pie and Blueberry Pie.

The goal of the Jones Dessert Pack is to raise \$50,000 for St. Jude Children's Research Hospital, the world's premier center for the research and treatment of childhood cancer and other catastrophic diseases.

"We're excited to work with Target and St. Jude to create these fun and new flavors for an amazing children's charity," says Peter van Stolk, President & CEO. "Unlike the traditional Jones Holiday Pack, these are really great tasting sodas that have a true fresh baked pie flavor."

For the second holiday season, Jones has partnered with St. Jude. "The partnership with Jones Soda is important to St. Jude, and we are pleased to be the beneficiary of their generosity for the second year," said David L. McKee, chief operating officer, ALSAC/St. Jude. "Through the Jones Dessert Pack, we are able to raise public awareness and much needed dollars to support the life-saving work at St. Jude."

About Jones

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

MORE

About Target

Minneapolis-based Target serves guests at 1,494 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives back more than \$2 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

About St. Jude

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.

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