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## JONES SODA CO. ANNOUNCES DISTRIBUTION IN STARBUCKS STORES

March 17, 2004

Trading Symbol    OTC: JSDA  
                              TSX-V: JSD

**Seattle, WA, U.S.A. – Jones Soda Co.** (the “Company” or “Jones Soda”), is pleased to announce that it has secured distribution of Jones Soda into Starbucks Stores across the United States and Canada.

Effective mid March 2004, two flavors of Jones Soda, Root Beer and Sugar-Free Black Cherry, will be available in more than 3,900 Starbucks locations across the United States. In addition, Jones Soda Sugar-Free Ginger Ale has now been added in all Canadian Starbucks stores, of which there are approximately 400.

Peter van Stolk, President & C.E.O. states, “We are extremely excited and proud to now be a part of Starbucks throughout North America and the experience they create for their consumers.”

Headquartered in Seattle, Washington, Jones Soda Co., markets and sells its Jones Soda, Jones Naturals and Jones Energy brands 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 products are sold through traditional beverage retailers and everywhere you’d never expect to find a soda.

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