



For Immediate Release
Contact: Heather Willison, heather@snap-pr.com, 303.517.2272

Jones Soda's 24c Powder Drink Line Now Available At Whole Foods Market® Stores Nationwide

SEATTLE (Mar. 4, 2008) — **Jones Soda Co.** (the "Company" or "Jones Soda"), announced today that its entire line of 24c vitamin-enhanced powder drink mixes is now available nationwide at Whole Foods Market, Inc. (WFMI), the world's leading natural and organic foods supermarket.

"We are very excited to launch the 24c products in our stores and feel they offer a great product with organic sweeteners to our customers," said Jeremiah McElwee, Whole Foods Market's Senior Whole Body Coordinator. "The 24c flavors are unique and the *exclusive* variety pack gives customers a chance to try them all in one box."

"We are thrilled to feature our 24c powder drink line at Whole Foods Market stores nationwide," said J.P. Mackey of Jones Soda Co. "Whole Foods Market is committed to providing natural products that promote healthy and active lifestyles, and we feel that 24c is the perfect fit, as it's formulated to support wellness, replenishment and optimum energy. We look forward to this partnership with Whole Foods Market and hope to create a positive and *healthy* impression on customers with our new 24c product line."

High in Vitamin C and balanced to provide a full day's worth of essential vitamins and minerals, 24c effervescent drink mix is sweetened with pure cane sugar, and is absolutely free of high-fructose corn syrup. Retailing at Whole Foods Market for \$7.99 per case of 12 10-gram packets and for \$12.99 for a 24-pack variety pack exclusive only to Whole Foods Market stores, 24c is available in six delicious flavors: Lemon Lime, Mandarin Orange, Tropical Citrus, Peach Mango, Berry Pomegranate, and Cranberry Apple.

About 24c:

Jones Soda Company produces 24c – great-tasting vitamin-enhanced waters and powdered drink mixes, high in vitamin C and balanced to provide a full day's worth of essential vitamins and minerals. 24c is available in bottles and in drink mix packets in six delicious flavors: Lemon Lime, Mandarin Orange, Tropical Citrus, Peach Mango, Berry Pomegranate, and Cranberry Apple, in 20-ounce bottles and 10-gram effervescent drink mix packets. 24c is now sold nationally in Whole Foods Market stores (powder mix only), Cost Plus World Market stores (ready-to-drink only), as well as in local grocery stores across the United States and Canada. For more information, visit www.24c.com.

###