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**November 6, 2007**

**NETS AND BROOKLYN SPORTS & ENTERTAINMENT NAME  
JONES SODA CO. AS SPONSOR AND BEVERAGE PARTNER  
FOR THE BARCLAYS CENTER IN BROOKLYN**

**EAST RUTHERFORD, NJ** – The Nets and Brooklyn Sports & Entertainment have named Jones Soda Co., as the official carbonated soft drink, bottled water, enhanced water and GABA beverage provider for the Barclays Center, the team’s planned world-class home in Brooklyn, NY. Jones Soda will also be a sponsor of the Nets and the Barclays Center.

Headquartered in Seattle, WA, Jones Soda will be making its first major sponsorship entry into the New York sports and entertainment marketplace, and this marks its second national sports sponsorship alliance. Jones Soda currently sponsors the Seattle Seahawks and has the exclusive non-alcoholic beverage rights at Qwest Field and Qwest Field Event Center.

The agreement includes an extensive list of unique elements tailored to Jones Soda, the Nets and the Barclays Center, such as Nets themed retail packaging, customized flavors, player and team involvement, and numerous point of sale and in-arena branding exposure.

In addition, the Barclays Center will include a branded Jones Soda Shoppe, which will be open daily.

“We are excited to partner with Jones Soda as we continue to associate with premium brands,” said Brett Yormark, President and CEO of Nets Sports and Entertainment. “Jones Soda is an innovative leader in the premium soda category with a novel and appealing marketing approach. Like with all of our Barclays Center partners, Jones Soda will have the opportunity to build its brand in a significant way, through the Barclays Center and Nets Basketball, in the world’s number one media market. We believe our fans will be delighted with the look and taste of Jones Soda as we team to create the ultimate fan experience.”

“We are honored and privileged to partner with the Nets and the Barclays Center in Brooklyn,” said Peter van Stolk, President and CEO of Jones Soda Co. “This unique opportunity allows Jones and its portfolio of products the ability to enter one of the largest markets in the world in a fun and exciting way. Our packaging will reflect the history and heritage of Brooklyn and the passion of the Nets.”

In mid-January, Brooklyn Sports & Entertainment will announce many of the new founding partners for the Barclays Center.

**About Jones Soda Co.:**

Headquartered in Seattle, Washington, Jones Soda Co. manufactures Jones Soda, Jones Pure Cane Soda, Jones Energy, Jones Organics, Jones Naturals, Whoopass and 24C brands and sells through its distribution network in select markets across North America. A leader in a premium soda category, Jones is known for its innovative labeling technique that incorporates always-changing photos submitted by its consumers. Jones Soda is sold through traditional beverage retailers and everywhere you’d never expect to find a soda. ([www.JonesSoda.com](http://www.JonesSoda.com))