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## Jones Soda Co. and the FIAT Brand Announce Second Annual "Jonesin' for a Fiat 500" Photo Contest

### One Lucky Consumer to Win A Brand New 2014 Fiat 500

June 4, 2014, Auburn Hills, Mich. - Jones Soda Co. (JSDA), a leader in the premium soda category and known for its unique flavors and branding, and the FIAT brand today announced the return of its "Jonesin' for a Fiat 500" summer photo contest. "Jonesin' for a Fiat," which runs from June 3 through November 1 (2014), continues to be an integral part of the overall marketing campaign for Jones Soda and the FIAT Brand to celebrate both companies ongoing partnership. The Grand Prize winner will receive a brand new 2014 Fiat 500, interactive surf lessons and photo shoot with Jones-sponsored professional surfer Brianna Cope, a GO Pro Hero 3 Camera and equipment and have the winning photo featured on a production run of Jones Stripped in 2015.

From June 3 through November 1, 2014, contestants who submit photos or "selfies" (self-portrait photograph, typically taken with a hand-held digital camera or camera phone) will have a chance to win weekly Prize Packs of Jones Soda and FIAT merchandise. Participants in the U.S. and Canada can enter to win by submitting their qualifying photos using the hashtag **#JonesinforaFiat500** through Jones Soda Co.'s Official Website, [Instagram](#), [Twitter](#) and [Facebook](#) pages. Submissions will be judged based on the quality and creativity of the photos.

In addition to the photo contest, the companies partnered on a variety of other successful campaigns in California throughout 2013, including a presence at the Vans U.S. Open of Surfing, the FIAT dealership program and social media initiatives. Jones and the FIAT brand's first joint photo contest ran in coordination with both brands launching new products in California in 2013.

"When FIAT and Jones got together last year, we realized that it was the start of a great collaboration and after the success of last year's events, we definitely want to expand our partnership. We couldn't have asked for a better, like-minded brand partner," says Jennifer Cue, CEO, Jones Soda.

"Our partnership last summer with Natural Jones Soda was a great success," said Jason Stoicevich, Head of FIAT Brand North America. "By utilizing the social media space to engage consumers through photography, we have been able to showcase a different side of our brand as it was captured by the eyes of the contestants. We look forward to seeing the fantastic photos to be posted this year and finding out who will drive home a brand new 2014 Fiat 500."

Beyond the "Jonesin for a FIAT 500" photo contest this summer, the companies are partnering on event and sampling programs, including another presence at the Vans U.S. Open of Surfing in Huntington Beach, California, in July 2014. The FIAT dealership sampling program is another exciting joint effort where buyers of FIAT vehicles at select dealerships in the U.S. can receive a set of Limited Edition FIAT labeled Jones Stripped bottles, the newest product in Jones natural soda line. Both companies will also be collaborating on a range of other social media initiatives.

Further details on the contest (including the official rules) and other events taking place can be found at <http://www.facebook.com/flatusa> or [flatusa.com](http://flatusa.com).

### **About the FIAT Brand**

The FIAT brand stands for discovery through passionate self-expression. It encourages people to be in charge of their

lives, live confidently and celebrate the smallest of things with infectious excitement. That philosophy is embodied by the North American introduction of the iconic Fiat 500 or Cinquecento - a small car that lives big. Italian at heart and rooted in a rich heritage, the Fiat 500 is synonymous with modern, simple design blending form, function and a pride of ownership that is genuine. The FIAT brand portfolio in North America continues to expand. In 2013, the FIAT brand launched the high-performance Fiat 500 Abarth Cabrio, the fully-electric Fiat 500e, the Fiat 500L and Fiat 500L Trekking.

For more information on the FIAT brand, visit the FIAT Facebook page ([www.facebook.com/fiatusa](http://www.facebook.com/fiatusa)) or Twitter account ([www.twitter.com/fiatusa](http://www.twitter.com/fiatusa)).

#### **About Jones Stripped**

Jones Stripped is sweetened with a proprietary blend of natural sweeteners including pure cane sugar, organic agave syrup and stevia, and each 12-ounce bottle contains 30 calories, eight grams of sugar and comes in 6 delicious natural flavors: Cherry, Green Apple, Orange Mango, Lemon Lime, Huckleberry and Chipotle Pineapple.

#### **About Jones Soda Co.**

Headquartered in Seattle, Washington, Jones Soda Co.<sup>®</sup> (OTCQB: [JSDA](http://www.jonesoda.com)) markets and distributes premium beverages under the Jones Soda, Jones Pure Cane Soda, Jones Zilch and Jones Stripped<sup>®</sup> brands and sells through its distribution network in markets primarily 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.

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