

JONES SODA CO  
Form 8-K  
July 22, 2004

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**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 8-K**

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**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

July 22, 2004

(Date of Report)

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**Jones Soda Co.**

(Exact Name of Registrant as Specified in its Charter)

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**Washington**  
(State or Other Jurisdiction  
of Incorporation)

**0-28820**  
(Commission File No.)

**91-1696175**  
(IRS Employer  
Identification Number)

**234 Ninth Avenue North**  
**Seattle, WA 98109**

(Address of Principal Executive Offices, including zip)

(206) 624-3357

(Registrant's Telephone Number, including area code)

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**Item 5. Other Events and Regulation FD Disclosure**

On July 20, 2004, Jones Soda Co. (the Company ) entered into a two-year licensing and distribution agreement with Target Corporation. Under the terms of the agreement, Target has the exclusive right in the United States to market and sell new 12-ounce cans of Jones Soda.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this Form 8-K to be signed on its behalf by the undersigned, thereunto duly authorized.

Dated: July 22, 2004

JONES SODA CO.

By: /s/ Peter van Stolk

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Peter van Stolk  
Chief Executive Officer