

Contact: Diane Morgan  
Stellantis

Andrew Baumann  
Jones Soda Co.  
206-436-8711 (office)  
[abaumann@jonessoda.com](mailto:abaumann@jonessoda.com)

## **Jones Soda Co. and the FIAT Brand Announce the 3rd Annual "Jonesin' for a Fiat 500X" Summer Photo Contest**

*One lucky consumer to win a brand new 2016 Fiat 500X*

June 3, 2015, Seattle - Jones Soda Co., a leader in the premium soda category and known for its unique flavors and branding, and the FIAT brand today announced the return for a third year in a row of the "Jonesin' for a Fiat 500X" summer photo contest. "Jonesin' for a Fiat 500X," which runs from June 1 through Nov. 1, 2015, continues to be an integral part of the overall marketing campaign for Jones Soda and the FIAT Brand to celebrate their ongoing partnership. This year, the Grand Prize winner will receive an all-new 2016 Fiat 500X crossover, a year's supply of Jones Stripped and have his or her winning photo featured on a production run of Jones Stripped in 2016.

Similar to previous years' contests, contestants who submit summer photos or summer "selfies" (self-portrait photograph, typically taken with a hand-held digital camera or camera phone) not only qualify for the Grand Prize but also have a chance to win weekly Prize Packs of Jones Soda and FIAT merchandise. Each weekly winning photo will also appear on a national label of Jones Stripped. Participants in the U.S. and Canada can enter to win by submitting as many of their qualifying photos using the hashtag **#JonesinforaFiat500X** through Jones Soda Co.'s [Official Website](#), [Facebook](#) page or on [Instagram](#) and [Twitter](#). Submissions will be judged based on the quality and creativity of the photos by a panel of judges from Jones and the FIAT brand. At the conclusion of the submission period, one winning photo from all submissions will be chosen to win an all-new 2016 Fiat 500X.

With increasing participation and photo submissions by Jones Soda and FIAT fans across North America, both companies look toward continued success as a result of increased awareness and popularity. In addition to the "Jonesin' for a Fiat 500X" photo contest, the companies will be continuing the FIAT Dealership sampling program, showing support at the Van's U.S. Open of Surfing in Huntington Beach, Calif., in July, as well as at other events and social media initiatives throughout North America in 2015.

"The continued success of this collaboration can be attributed to two fun and exciting brands that are always on the move to create excitement for our customers," Jones Soda CEO Jennifer Cue says. "As we enter our third year, we continue to see growth and excitement around the partnership, specifically for the summer photo contest and the custom Jones for FIAT purchasers."

"We're excited to participate once again with our friends at Jones Soda to bring this fun, creative photo contest to life," said Jason Stoicevich, Head of FIAT Brand North America. "This year's contest is extra special as it coincides with the introduction of our all-new 2016 Fiat 500X crossover, the brand's first available all-wheel drive vehicle that is built in Italy for America. One lucky winner will have even more to photograph and share when this head-turner arrives in their driveway."

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

### **About the Fiat 500X**

The 2016 Fiat 500X is the latest addition to the FIAT lineup in North America, delivering the Italian design and engaging driving dynamics that are synonymous with the FIAT brand. The 500X offers an available advanced all-wheel-drive system, functionality, and a full array of safety, comfort and convenience features. The all-new crossover features two engine options, an available nine-speed transmission and an all-wheel drive system with a disconnecting

rear axle for improved fuel efficiency. Loaded with up to 70 available advanced safety and security features, the Fiat 500X is available in five trim models and 12 exterior colors to offer the personalization options that FIAT vehicles are known for. Crafted in Italy at the Melfi assembly plant, the all-new Fiat 500X arrives in FIAT studios in North America in the second quarter of 2015.

#### **About the FIAT Brand**

The FIAT brand stands for discovery through passionate self-expression. That philosophy is embodied by the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the 500 is sold in more than 100 countries around the world and is synonymous with modern, simple design blending form, function, technology and a pride of ownership that is genuine.

In North America, the Fiat 500 was introduced in March 2011 and was soon followed by the Fiat 500c (Cabrio), the high-performance Fiat 500 Abarth and Abarth Cabrio, the fully electric Fiat 500e and the five-passenger Fiat 500L. The FIAT brand continues to expand with the introduction of the Fiat 500X, an all-new crossover that combines Italian style with functionality, performance and available all-wheel drive confidence. The all-new Fiat 500X arrives in FIAT studios in the second quarter of 2015.

For more information on the FIAT brand, visit the FIAT [Facebook page](#) or [Twitter account](#).

#### **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.® (OTCQB: JSDA) markets and distributes premium beverages under Jones® Soda, Jones Zilch®, Jones Stripped™ and Jones Sparkling Water 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. The diverse product line of Jones offers something for everyone – pure cane sugar soda, zero-calorie soda, an all-naturally sweetened sparkling beverage with only 30 calories and a sparkling water with no sugar, artificial flavors or calories. Jones product lines are available through traditional beverage retailers and in many retailers you would not expect to find carbonated beverages. For more information, please visit [www.jonessoda.com](http://www.jonessoda.com) or [www.myjones.com](http://www.myjones.com).

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>