

MEMORANDUM

To: All Option Members, Member Organizations and ROTs
 From: Market Watch
 Date: May 29, 2007
 Re: **New Options Listing: Jones Soda Company (QJD/JSDA)**

The Philadelphia Stock Exchange (PHLX) will begin trading options on Jones Soda Company (QJD/JSDA) effective Wednesday, May 30, 2007.

Specialist Unit: Citadel Derivatives Trading Group LLC
Position/Exercise Limit: 250,000 contracts
Expiration Cycle: March
Option Symbol & Cusip No.: QJD: 480 23P 106

Jones Soda Company (QJD/JSDA)
 (Beginning 5/30/2007)

			Calls	Puts				Calls	Puts
QJD	JUN	17 1/2	FW	RW	QJD	JUL	17 1/2	GW	SW
QJD	JUN	20	FD	RD	QJD	JUL	20	GD	SD
QJD	JUN	22 1/2	FX	RX	QJD	JUL	22 1/2	GX	SX
QJD	SEP	17 1/2	IW	UW	QJD	DEC	17 1/2	LW	XW
QJD	SEP	20	ID	UD	QJD	DEC	20	LD	XD
QJD	SEP	22 1/2	IX	UX	QJD	DEC	22 1/2	LX	XX

Questions regarding this release may be directed to Market Watch at 1-800-THE-PHLX, choice #2 or (215) 496-1508.