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Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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**Item 2.02. Results of Operations and Financial Condition.**

On November 3, 2016, Jones Soda Co. (the "Company") issued a press release announcing its financial results for the third quarter ended September 30, 2016. The press release is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The Company will host a conference call to discuss the Company's financial results for the third quarter ended September 30, 2016 on November 3, 2016 at 4:30 p.m. Eastern time. This call will be webcast and can be accessed by visiting the Investor section of the Company's website at [www.jonessoda.com](http://www.jonessoda.com). Investors may also listen to the call via telephone by dialing (719) 457-2601 (conference ID: 2728082). In addition, a telephone replay will be available by dialing (412) 317-6671 (conference ID: 2728082) through November 10th, 2016, at 11:59 p.m. Eastern Time.

The information in this Current Report in Item 2.02 and Exhibit 99.1 is being furnished to the Securities and Exchange Commission and shall not be deemed "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934, or otherwise subject to the liabilities of that Section, and shall not be incorporated by reference into any registration statement or other document filed pursuant to the Securities Act of 1933, except as shall be expressly set forth by specific reference in such a filing.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits.

| <u>Exhibit No.</u> | <u>Exhibit Description</u>            |
|--------------------|---------------------------------------|
| 99.1               | Press Release, dated November 3, 2016 |

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

JONES SODA CO.

Date: November 3, 2016 By: */s/ Max Schroedl*

Max Schroedl, Vice President of Finance