



Toronto Stock Exchange Listing Requirements

VANCOUVER, B.C., January 17, 2005 -- Clearly Canadian Beverage Corporation (TSX:CLV; OTCBB:CCBC) -- By news release dated September 16, 2004, the Company reported that the Toronto Stock Exchange ("TSX") was reviewing the common shares of the Company with respect to meeting the requirements for continued listing. The Company was granted 120 days in which to regain compliance with these requirements, pursuant to the TSX Remedial Review Process. The TSX has now completed its review and has decided to suspend the common shares of the Company from trading, effective as of market close on February 16, 2005, for failure to meet the continued listing requirements. The Company intends to seek a listing of its shares on the TSX Venture Exchange (the "TSX-V"), subject to TSX-V approval. The shares of the Company also trade in the United States on the OTC Bulletin Board.

About Clearly Canadian

Based in Vancouver, British Columbia, Clearly Canadian markets premium alternative beverages, including Clearly Canadian® sparkling flavored water, Clearly Canadian O+2® oxygen-enhanced water beverage and Tre Limone® sparkling lemon drink which are distributed in the United States, Canada and various other countries. Additional information on Clearly Canadian may be obtained on the world wide web at www.clearly.ca

Statements in this news release that are not historical facts are forward-looking statements that are subject to risks and uncertainties. Words such as "expects", "intends", "may", "could", "should", "anticipates", "likely", "believes" and words of similar import also identify forward-looking statements. Forward-looking statements are based on current facts and analyses and other information that are based on forecasts of future results, estimates of amounts not yet determined and assumptions of management, including, but not limited to, the Company's ability to raise additional debt and/or equity financing to fund operations and working capital requirements, the Company's analysis of its current and future sales and sales trends, its product distribution systems, and recent, as well as anticipated changes thereto, the Company's expectations regarding the effects of its restructuring efforts and its product distribution, promotional and marketing activities and the potential benefits of such changes, efforts and activities on its results of operations in future periods. Actual results may differ materially from those currently anticipated due to a number of factors including, but not limited to, general economic conditions, changing beverage consumption trends of consumers, the Company's ability to generate sufficient cash flows to support general operating activities and capital expansion plans, competition, pricing and availability of raw materials, the Company's ability to maintain the current and future retail listings for its beverage products and to maintain favorable supply, production and distribution arrangements, laws and regulations and changes thereto that may affect the way the Company's products are manufactured, distributed and sold and other factors beyond the reasonable control of the Company. Additional information on factors that may affect the business and financial results of the Company can be found in filings of the Company with the U.S. Securities and Exchange Commission and with the British Columbia and Ontario Securities Commissions.

CLEARLY CANADIAN BEVERAGE CORPORATION

Signed "Douglas L. Mason"

Douglas L. Mason, President and C.E.O.

For further information please contact:
Valerie Samson, Communications Manager
E-mail: vsamson@clearly.ca
or
Clive Shallow, Manager, Investor Relations
E-mail: cshallow@clearly.ca
604/683-0312 (Vancouver, B.C. Canada)
800/663-5658 (in the U.S.A.)
800/663-0227 (in Canada)

[close window](#)