



## Clearly Canadian Announces Officer and Director Resignations

**VANCOUVER, B.C., January 3, 2006** – The Board of Directors of **CLEARLY CANADIAN BEVERAGE CORPORATION** (the "Company") (OTCBB: CCBEF) today announced that Douglas L. Mason has resigned as Chairman and as a director of the Company effective March 3, 2006. Mr. Mason will continue to provide consulting services to Clearly Canadian in the area of new product development.

"After twenty rewarding years, I leave this post knowing that the new management team has both the passion and expertise needed to execute Clearly Canadian's new business and marketing plans," said Douglas L. Mason. "The transition from old to new is never easy, however, I believe that the Company's recent corporate restructuring and refinancing has positioned the Company for what I expect will be a very promising future," said Mason.

"As the founder of Clearly Canadian, Douglas Mason was instrumental in the development of the Company's long-standing brand identity, a brand that to this day continues to command incredible consumer awareness. We intend to build on and extend that recognition, as we are set to launch exciting new products this year. I wish to thank Douglas for his significant leadership over the past 20 years and look forward to his continued contributions to our product development programs," said Brent Lokash, President of Clearly Canadian Beverage Corporation.

Additionally, the Board also announced that Bruce E. Morley has resigned as Chief Legal Officer and as a director and secretary, also effective March 3, 2006.

### About Clearly Canadian

Based in Vancouver, BC, Clearly Canadian Beverage Corporation markets premium alternative beverages and products, including Clearly Canadian® sparkling flavoured water and Clearly Canadian O+2® oxygen enhanced water beverage which are distributed in the United States, Canada and various other countries. Since its inception, the Clearly Canadian brand has sold over 90 million cases equating to over 2 billion bottles worldwide. Additional information about Clearly Canadian may be obtained at [www.clearly.ca](http://www.clearly.ca) <<http://www.clearly.ca/>>.

CLEARLY CANADIAN BEVERAGE CORPORATION

*"Brent Lokash"*

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Brent Lokash, President

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