



Clearly Canadian launches consumer awareness campaign with the Brainstorm Group

VANCOUVER, B.C., March 29, 2006—CLEARLY CANADIAN BEVERAGE CORPORATION (OTCBB: CCBEF) announced today that it will launch a comprehensive consumer awareness campaign in the US market, developed by The BrainStorm Group.

Bob Froese, President of The BrainStorm Group noted, "The BrainStorm Group's incredible success with Mike's Hard Lemonade helped grow that brand from approximately \$5 million to over \$250 million in annual sales in less than 48 months in the US market, and like Clearly Canadian, it pioneered a revolution in its category. We're also working with Molson USA to reposition and significantly grow the Molson Canadian brand in the US. Clearly Canadian has made a major investment in repackaging and reformulating and we are looking forward to launching a campaign that could achieve the type of success BrainStorm has delivered for Mike's and our other clients."

Clearly Canadian President, Brent Lokash said, "With their impressive track record in the US beverage market, we're excited to be applying BrainStorm's experience to the Clearly Canadian brand. Clearly Canadian already has great consumer awareness and the campaign we are about to launch is exciting, innovative and should garner attention in the market place, on the street and in the press."

About The BrainStorm Group

The BrainStorm Group is a full service advertising and communications agency with offices in Toronto, Ontario and Denver, Colorado with clients including: ADP, Baxter's Soup, Canon, Clearly Canadian, EAS, Kenneth Cole, Molson Coors, My Travel, Omelette Express, and Wahoo's Fish Tacos.

About Clearly Canadian

Based in Vancouver, B.C., 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.

Forward Looking Statements

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", "plans", "may", "could", "can", "should", "anticipates", "likely", "believes", "estimates", "potential", "predicts", "continue" and words of similar import also identify forward-looking statements. Forward-looking statements are based on current facts and analysis and other information that are based on forecasts of future results, and include estimates of amounts not yet determined and assumptions of management, and forward-looking statements in this release include the Company's belief that it can significantly increase its sales, generate greater consumer awareness and that it should garner attention in the market place, on the street and in the press. These assumptions are subject to many risks, and actual results may differ materially from those currently anticipated. These risks include, by way of example and not in limitation, 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

Brent Lokash, President

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CLEARLY CANADIAN BEVERAGE CORPORATION is the registered holder of various trademarks, including CLEARLY CANADIAN®. CLEARLY CANADIAN BEVERAGE CORPORATION, and its wholly owned subsidiaries, produce, distribute and market CLEARLY CANADIAN® and CANADIAN O+2®.

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