

January 17, 2007

**Clearly Canadian Issues Update Letter from the President**

Dear Shareholder,

I'd like to update you on the outcome of 2006 and upcoming developments for 2007 for Clearly Canadian Beverage Company (OTCBB: CCBEF).

First, I would like to personally thank you for your interest in the company and for your continued support.

Throughout 2006, we analyzed each phase of our business practices as well as the alternative beverage and snack industry.

That has allowed us to enter 2007 debt free and with \$5 million in cash. More important, the groundwork has been laid to expand into the organic product areas.

**Clearly Canadian to launch new products...**

On January 25, 2007, we will be launching our new enhanced waters, promising a new era for Clearly Canadian beverages.

**Our 2007 goals for Clearly Canadian...**

- Continue to develop and strengthen our management team.
- Actively pursue acquisition opportunities to strengthen our foothold in the beverage sector and diversify into the complementary organic snack sector.
- Develop new and improved formats for delivering our core line of sparkling flavored waters to consumers.
- Explore licensing agreements for including our name on a variety of other products.
- Expand our business in Asia.

As we study our new plans we are mindful of being part of a \$21 billion industry that includes Monster®, Red Bull® and vitaminwater®.

Clearly Canadian Beverage Corporation is set to capitalize on this market opportunity with all of the steps that were put into place in 2006, including:

- A foundation for a strong distribution network
- New products
- A strong balance sheet
- Streamlined operations

We are committed to building market share and brand awareness for our products, returning to profitability and growing shareholder value.

Sincerely yours,



Brent Lokash  
President

P.S. In conjunction with the launch of our new product lines, watch for the release of a Clearly Canadian video featuring two time NBA MVP Steve Nash and a Nash promotional contest. To preview the video, go to [www.clearly.ca](http://www.clearly.ca) on January 25, 2007.



### **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](http://www.clearly.ca).

### **Forward Looking Statements**

Forward Looking 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”, “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, estimates of amounts not yet determined and assumptions of management, including, but not limited to, the Company’s belief that it can capitalize on its goals and plans set forth in this letter. 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.

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