

The company will decide next year whether to exercise options for an additional 40 Airbus A320s, Huawei.

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## Corbis puts focus on rights management

### Seattle-based company splits president, CEO positions

BY ANDREA JAMES

P-1 reporter

Corbis Corp. announced Tuesday that it will split its chief executive and president positions, partly to help the digital media company focus more attention on growing its rights-management business.

Gary Shenk will take the new position of president, moving from senior vice president of images. The move is also to groom Shenk as future CEO, Chief Executive Steve Davis said.



Shenk

Seattle-based Corbis, which is wholly owned by Microsoft Corp. Chairman Bill Gates, is the second-largest player in the image sales business. In recent years, the firm has been positioning itself to be a worthy competitor to industry leader and cross-town rival Getty Images Inc. In the first half of 2006, Corbis' \$127 million in revenue was still a fraction of Getty's \$406 million.

The top brass at Corbis said Tuesday that an initial public offering is not in the works — yet.

“One of the things that Corbis has been very good about has been updating investors on the status of their business,” said Mike Roark, a research analyst with McAdams Wright Ragen in Seattle. “Private companies don’t need to do that. They are trying to keep

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“The welcome from Boeing and the people of Seattle has been a lot warmer than the weather,” quipped Chew Choon Seng, chief executive of Singapore Airlines. Chew took delivery of the jet with ice and snow on the tarmac and morning temperatures in the 20s, about 70 degrees colder than the temperature across the Pacific Ocean in Singapore. The first of 19 777-300ERs

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## Seattle beverage maker will switch to pure cane sugar

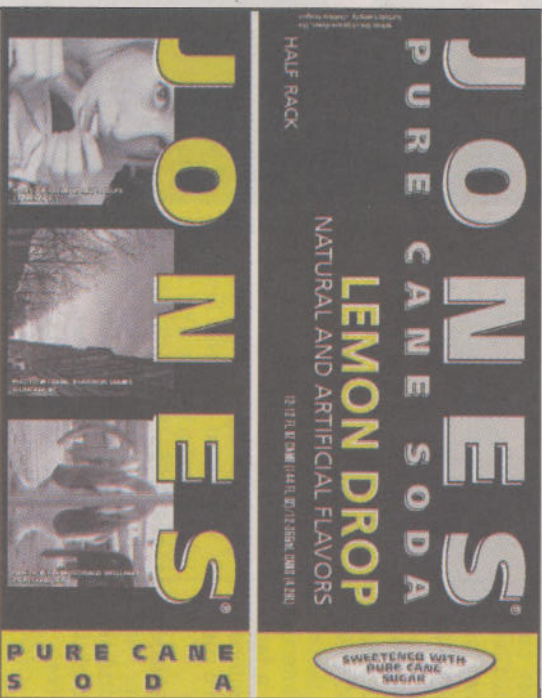
BY CRAIG HARRIS

P-1 reporter

Jones Soda Co., looking for a marketing advantage, is making the switch to pure cane sugar from high fructose corn syrup as a soda sweetener.

“It’s better for you, it’s better-tasting and, overall, it’s better for the environment,” Peter van Stolk, the company’s chief executive officer, said Tuesday. Seattle-based Jones, which makes root beer, cream soda and quirky drinks with flavors such as turkey and gravy, will sell 12-ounce canned sodas with pure cane sugar after Jan. 1. All of the company’s products will make the switch by mid-2007, van Stolk said.

The change at Jones Soda comes at a time when high fructose corn syrup, which became a common sweetener for sodas in the late 1970s and early 1980s, has received negative publicity as being linked to obesity and diabetes.



JONES SODA CO.

Jones Soda plans to stop using high fructose corn syrup.

Even Oprah Winfrey, who wields influence over consumers, has encouraged viewers on her show to avoid high fructose corn syrup.

Jones is following the lead

SEE JONES, C6

cutting-edge interior concepts into service on Boeing’s plane first. Ironically, the delivery ceremony at Paine Field, not far from where the 777-300 was assembled in Boeing’s Everett factory, came one day before an A380 is scheduled to fly in to the Vancouver, B.C., airport as part of its test flight program. The flight path of the A380 from Sydney, Australia, is likely to take it over Puget Sound,

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