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JACKSON RIVERS CO  
Form S-8  
January 23, 2004

U.S. SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM S-8

REGISTRATION STATEMENT  
UNDER THE  
SECURITIES ACT OF 1933

THE JACKSON RIVERS COMPANY  
(Exact name of registrant as specified in its charter)

Florida	6141	65-1102865
(State or jurisdiction of incorporation or organization)	(Primary Standard Industrial Classification Code Number)	(I.R.S. Employer Identification No.)

17-19 Marble Avenue, Pleasantville, New York 10570; (914) 232-3180  
(Address and telephone number of Registrant's principal executive offices and  
principal place of business)

EMPLOYEE STOCK INCENTIVE PLAN FOR THE YEAR 2004  
NON-EMPLOYEE DIRECTORS AND CONSULTANTS RETAINER STOCK PLAN FOR THE YEAR 2004  
(Full title of the Plan)

Michael W. Vivoli, 2550 Fifth Ave., Suite 1100, San Diego, CA 92103  
(Name and address of agent for service)

(619)-744-9992  
(Telephone number, including area code, of agent for service)

CALCULATION OF REGISTRATION FEE

Title of securities to be registered	Amount to be registered	Proposed offering price per share (1)	Proposed maximum aggregate offering price	Amount of registration fee
Options to Purchase Common Stock, Common Shares Underlying Options	30,000,000	\$ 0.018 (2)	\$ 540,000	\$ 49.6
Common Stock	10,000,000	\$ 0.018 (3)	\$ 180,000	\$ 16.5
Total	40,000,000		\$ 720,000	\$ 66.2