

October 6, 2020



## A88 Infused™ Flavors Gain Share in the Fast-Growing Flavored Water Market

- A88 flavors now in many of the major supermarkets and food retailers.
- Now available through UNFI and KeHE, with access to roughly 40,000 stores.
- A88CBD™ Lemon-Lime flavored water will be available online and through select channel partners.

SCOTTSDALE, Ariz., Oct. 06, 2020 (GLOBE NEWSWIRE) -- The Alkaline Water Company Inc. (NASDAQ and CSE: WTER) (the "Company"), is a producer of premium bottled alkaline water, flavor-infused waters, and CBD infused products sold under the brand names Alkaline88®, A88 Infused™, and A88CBD™, respectively. Today, the Company announced that its A88 Infused™ flavored water is widely available through multiple channel partners across various trades.

"Demand for our single-serve offerings are at an all-time high, and we are rapidly growing shelf space for our A88 Infused flavored waters," stated Ricky Wright, President and CEO of The Alkaline Water Company. "Our channel partners are some of the leading players in the all-natural vertical and give us a reach into nearly 40,000 retailers nationwide. Our sales team is working closely with our partners to create "speed to market" programs, including promotion and incentives to drive further momentum. We are doing a great job creating new leads, and currently, our flavors are carried by or have placement commitments from nearly 13,200 stores across the U.S. Also, initial interest in our recently launched innovative offering, A88CBD infused Lemon-Lime flavored water, is strong, and we expect the SKU to be very appealing to the retail category buyers. Our A88 Infused brand is now available in some of the top supermarkets, retailers, and wholesalers, and we expect this trend to accelerate throughout our fiscal year."

United Natural Foods, Inc. (UNFI) and KeHE are the leading wholesale providers of natural & organic, specialty & fresh products to supermarket chains, independent grocery stores, natural food stores, and other specialty product retailers throughout North America. Combined, these distributors provide access to nearly 40,000 retail stores, including Sprouts, Whole Foods, Wegmans, Harris Teeter, Giant Eagle, Cash and Carry Stores, Framers Market, Rouses, Pete's Fresh, Fresh Thyme, Reasors, Wayfield, Natural Grocers, Vitamin Plus, etc.

### The Alkaline Water Company

Founded in 2012, The Alkaline Water Company (NASDAQ and CSE: WTER) is headquartered in Scottsdale, Arizona. Its flagship product, Alkaline88®, is a leading premier alkaline water brand available in bulk and single-serve sizes along with eco-friendly aluminum packaging options. With its innovative, state-of-the-art proprietary electrolysis process, Alkaline88® delivers perfect 8.8 pH balanced alkaline drinking water with trace

minerals and electrolytes and boasts our trademarked label 'Clean Beverage.' Quickly being recognized as a growing lifestyle brand, Alkaline88<sup>®</sup> launched A88 Infused<sup>™</sup> in 2019 to meet consumer demand for flavor-infused products. A88 Infused<sup>™</sup> flavored water is available in six unique all-natural flavors, with new flavors coming soon. Additionally, in 2020, the Company launched A88 Infused Beverage Division Inc., which includes the Company's CBD water and flavor-infused water. For the Company's topical and ingestible offerings, A88 Infused Products Inc. includes both the Company's lab-tested full-spectrum hemp salves, balms, lotions, essential oils, and bath salts, along with broad-spectrum hemp, powder packs, oil tinctures, capsules, and gummies.

To purchase A88CBD<sup>™</sup> products online, visit us at [www.A88CBD.com](http://www.A88CBD.com). To learn more about The Alkaline Water Company, please visit [www.thealkalinewaterco.com](http://www.thealkalinewaterco.com) or connect with us on Facebook, Twitter, Instagram, or LinkedIn.

### **Notice Regarding Forward-Looking Statements**

This news release contains "forward-looking statements." Statements in this news release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, among other things, the following: that the Company expects the SKU to be very appealing to retail category buyers of flavor-infused products; and that the Company expects the trend of A88 Infused brand being available in some of the top supermarkets, retailers and wholesalers to accelerate throughout the Company's fiscal year.

The material assumptions supporting these forward-looking statements include, among others, that the demand for the Company's products will continue to significantly grow; that the past production capacity of the Company's co-packing facilities can be maintained or increased; that there will be increased production capacity through implementation of new production facilities, new co-packers and new technology; that there will be an increase in number of products available for sale to retailers and consumers; that there will be an expansion in geographical areas by national retailers carrying the Company's products; that there will be an expansion into new national and regional grocery retailers; that there will be an expansion into new e-commerce, home delivery, convenience, and healthy food channels; that there will not be interruptions on production of the Company's products; that there will not be a recall of products due to unintended contamination or other adverse events relating to the Company's products; and that the Company will be able to obtain additional capital to meet the Company's growing demand and satisfy the capital expenditure requirements needed to increase production and support sales activity. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, governmental regulations being implemented regarding the production and sale of alkaline water or any other products, including products containing hemp/CBD; the fact that consumers may not embrace and purchase any of the Company's CBD-infused products; the fact that the Company may not be permitted by the FDA or other regulatory authority to market or sell any of its CBD-infused products; additional competitors selling alkaline water and enhanced water products in bulk containers reducing the Company's sales; the fact that the Company does not own or operate any of its production facilities and that co-packers may not renew current agreements and/or not satisfy increased production quotas; the fact that the Company has a limited number of suppliers of its unique bulk bottles; the potential for supply-chain interruption due to factors

beyond the Company's control; the fact that there may be a recall of products due to unintended contamination; the inherent uncertainties associated with operating as an early stage company; changes in customer demand and the fact that consumers may not embrace enhanced water products as expected or at all; the extent to which the Company is successful in gaining new long-term relationships with new retailers and retaining existing relationships with retailers; the Company's ability to raise the additional funding that it will need to continue to pursue its business, planned capital expansion and sales activity; and competition in the industry in which the Company operates and market conditions. These forward-looking statements are made as of the date of this news release, and the Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements, except as required by applicable law, including the securities laws of the United States and Canada. Although the Company believes that any beliefs, plans, expectations and intentions contained in this news release are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. Readers should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in the reports and other documents the Company files with the SEC, available at [www.sec.gov](http://www.sec.gov), and on the SEDAR, available at [www.sedar.com](http://www.sedar.com).

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