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# The Alkaline Water Company Partners with iDEAL Hospitality Partners Group to Accelerate Hospitality Growth

*Partnership Will Drive National Sales in Lodging, Gaming, Conference Centers, and More.*

SCOTTSDALE, Ariz.--(BUSINESS WIRE)-- The Alkaline Water Company Inc. (NASDAQ and CSE: WTER) (the "Company"), the country's largest independent alkaline water company and the Clean Beverage® company, announced today that it has partnered with iDEAL Hospitality Partners Group ("iDEAL"), to coordinate marketing, business development, and sales efforts in the non-commercial hospitality channel. The iDEAL team will use their industry knowledge and over 217 years of combined hospitality experience and innovation to drive new Alkaline88® sales in the multi-billion-dollar channel.

"This brokerage arrangement with iDEAL sets up The Alkaline Water Company to continue our growing success in the hospitality channel," said Ricky Wright, President and CEO of The Alkaline Water Company. "Our Director of Hospitality, Gary Bliss, has done a great job establishing relationships to help us take advantage of opportunities in the multi-billion-dollar hospitality channel. If you look at the current landscape, there is a lot of green space for a premium alkaline water in the hospitality channel. Through this relationship, Gary and iDEAL have already sent samples and reached out to the largest general purchasing organization in the country. There is a lot of excitement about Shaquille O'Neal as our brand ambassador and the 750 ML white aluminum bottles. We are looking for our first major announcement in the beginning of the new calendar year. Our co-packer network, brokers, and distribution models position us well to establish ourselves as the go-to alkaline water of choice in hotels, casinos, colleges and universities, sports arenas, hospitals, and other venues around the country."

"Alkaline88® is perfect for hotels," commented Jill Rigsbee, iDEAL CEO. "We believe that every hotel wants to support optimal health and wellness for their guests. That's why we have chosen The Alkaline Water Company as our exclusive water partner. We are excited to have the opportunity to bring one of the country's leading value-added water brands to hotels. The demand for wellness and healthy options has never been stronger in the hospitality industry and we believe that Alkaline88® is the new go-to water option, hands down. At iDEAL, we partner with companies who have impeccable products and seize the opportunity to be innovative. Alkaline88® is just that."

## **About The Alkaline Water Company:**

The Alkaline Water Company is The Clean Beverage Company™ making a difference in the water you drink and the world we share.

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, The Alkaline Water Company created the A88 Infused Beverage Division in 2018 to meet consumer demand for flavor infused products under the A88 Infused™ brand. A88 Infused™ flavored water is available in six unique all-natural flavors, with new flavors coming soon. In 2021, The Alkaline Water Company was pleased to welcome Shaquille O’Neal to its board of advisors and to serve as the celebrity brand ambassador for the Alkaline88® and A88 Infused™ brands.

To purchase The Alkaline Water Company’s products online, visit us at [www.alkaline88.com](http://www.alkaline88.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.

### **About iDEAL Hospitality Partners Group**

iDEAL [Hospitality Partners Group](#) provides outsourced marketing and business development services for companies eager to grow sales in the hospitality sector. The iDEAL team knows the key decision makers and stakeholders that consider and purchase products for all areas of a hotel or resort. Through long-standing relationships with hotel owners and management companies, the iDEAL team presents clients’ innovative, unique products and services for the lodging industry to hotels and resorts throughout North America, Central America, and the Caribbean.

### **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, that the partnership with iDEAL is to accelerate hospitality growth and will drive national sales in lodging, gaming, conference centers and more; that this brokerage arrangement with iDEAL sets up The Alkaline Water Company to continue its growing success in the hospitality channel; that the Company is looking for its first major announcement in the beginning of the new calendar year; that the Company’s co-packer network, brokers, and distribution models position the Company well to establish itself as the go-to alkaline water of choice in hotels, casinos, colleges and universities, sports arenas, hospitals, and other venues around the country; and iDEAL’s belief that Alkaline88® is the new go-to water option, hands down.

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; 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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