

A88CBD™ Now Offered by KeHE

- KeHE, a leading national natural food distributor, services 12,000 customers with access to over 30,000 stores

SCOTTSDALE, Ariz.--(BUSINESS WIRE)-- 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 announces an expanded partnership with KeHE, which now includes the A88CBD™ topical products, A88 Infused™ flavors, and the entire Alkaline88® line, including eco-friendly aluminum bottles.

“KeHE has been an exceptional partner in our journey to become a national lifestyle brand,” stated Ricky Wright, President and CEO of The Alkaline Water Company. “We are excited to announce that our premium quality, lab-tested A88CBD topical products will now be available to all KeHE accounts nationwide. Today, our flagship brand, Alkaline88, is being offered by thousands of KeHE customers, and the distributor has quickly become a top account for the Company. This large and growing partner has been a key contributor to our five-year reported growth CAGR of over 60%. And over the last three years, we have done approximately \$25 million in retail sales with their customers.”

“As a trusted brand, our beverage offerings have seen steady growth across a majority of their accounts, and more recently, we have seen a pickup in orders for our single-serve offerings, including our eco-friendly aluminum bottles and our A88 Infused flavored waters. With an increasing consumer appetite for CBD infused products, we expect our growing line of all-natural A88CBD topical and eventually our ingestible offerings to see strong growth at this leading national specialty and all-natural food distributor. We look forward to an expanding and rewarding relationship with KeHE in the coming years.”

About KeHE

KeHE Distributors, LLC is a Specialty & Natural and Organic & Fresh food distributor in the U.S. and Canada. KeHE’s U.S. Distribution customers include chain grocery, chain natural, independent grocery, and independent natural retailers. Total revenue is approximately \$5.5 billion. For more about KeHE, visit [KeHE.com](https://www.kehe.com).

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® launched A88 Infused™ in 2019 to meet consumer demand for flavor-infused products. A88 Infused™ 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 beverage shots, powder packs, oil tinctures, capsules, and gummies.

To purchase A88CBD™ products online, visit us at www.A88CBD.com. To learn more about The Alkaline Water Company, please visit 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: the Company's journey to become a national lifestyle brand; that the Company expects its growing line of all-natural A88CBD topical and eventually its ingestible offerings to see strong growth at this leading national specialty and all-natural food distributor; that the Company looks forward to an expanding and rewarding relationship with KeHE in the coming years.

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, and on the SEDAR, available at www.sedar.com.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20201202005320/en/>

The Alkaline Water Company Inc.

Richard A. Wright
President and CEO, or

Sajid Daudi
Director of Investor Relations & Corporate Communications
800-923-1910
investors@thealkalnewaterco.com

Media

Jessica Starman
888-461-2233
jessica@elev8newmedia.com

Source: Alkaline Water Company Inc.