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Northeast Supermarket Leader Stop & Shop To Place Alkaline88® In More Than 400 Stores

Northeast's Largest Grocery Chain To Carry Alkaline88® Best-Selling 1-Gallon and 3-Liter Bottles

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, today announced that it is further expanding its presence in the Northeast in over 400 Stop & Shop locations throughout Massachusetts, Connecticut, Rhode Island, Downstate New York, and Northern New Jersey. Stop & Shop, the largest grocery chain in its region with a population of nearly 30 million, will carry Alkaline88® 1-gallon and 3-liter bottles.

"Calendar year 2022 is off to a great start with Alkaline88® making a strong expansion into the Northeast region," said Ricky Wright, President and CEO of The Alkaline Water Company. "Expanding market share and our brand presence in this densely populated part of the country are expected to accelerate revenue growth. Stop & Shop is one of the largest and most respected supermarket chains in the region. Having pioneered the superstore concept on the East Coast, they have an impressive history of more than 100 years. Stop & Shop is a leader in a very important market of over 30 million residents with more than 400 stores, all of which will now offer Deliciously Smooth™ Alkaline88 to their shoppers."

Operating in New York, Connecticut, Massachusetts, New Jersey, and Rhode Island, Stop & Shop is a top grocery chain in the populous Northeast region. The largest subsidiary of Ahold Delhaize, the country's third largest grocer, they support the vision of creating the leading local food shopping experience, making their stores better every day for their associates, customers, and community.

"Alkaline88 shares Stop & Shop's commitment to excellence and their drive to constantly improve. We are thrilled to add them as our newest grocery retailer," continued Mr. Wright. "They join other Ahold Delhaize chains like Food Lion and Giant Food in carrying Alkaline88 products. Our 1-gallon and 3-liter bottles will be on Stop & Shop shelves in early February. This is our largest expansion into the lucrative New York and Northeast grocery channel and should be a major driver for growth in fiscal 2023."

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.

To learn more about The Alkaline Water Company, please visit www.thealkalinewaterco.com or connect with us on Facebook, Twitter, Instagram, or LinkedIn.

About Stop & Shop:

A neighborhood grocer for more than 100 years, Stop & Shop is focused on delivering a wide assortment of fresh, healthy options at a great value through strong weekly sales and everyday low prices. Its new GO Rewards loyalty program delivers personalized offers and allows customers to earn points that can be redeemed for gas or groceries every time they shop. Stop & Shop customers can choose however they want to shop - whether it's in-store or online, which offers both delivery and same day pickup. The company is committed to making an impact in its communities by fighting against hunger, supporting our troops and through overall incredible acts of care. The Stop & Shop Supermarket Company LLC is an Ahold Delhaize USA Company and employs 58,000 associates and operates more than 400 stores throughout Massachusetts, Connecticut, Rhode Island, New York and New Jersey. To learn more about Stop & Shop, visit the [website](#).

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 expanding market share and the Company’s brand presence in this densely populated part of the country are expected to accelerate revenue growth; and the expansion should be a major driver for growth in fiscal 2023.

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

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