

February 2, 2022



Alkaline88® Available in Meijer Express Stores in Midwest States

Alkaline88 1-Gallon and 1-Liter Are Available at Most of the More Than 220 Meijer Express Locations in Michigan, Ohio, Indiana, Illinois, Kentucky, and Wisconsin

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, is pleased to announce that its Alkaline88® 1-Gallon and 1-Liter bottles are now available at most of the more than 220 Meijer Express locations across the Midwest.

"The addition of Meijer Express could be a major catalyst for the addition of other convenience stores throughout the country," stated Ricky Wright, President and CEO of The Alkaline Water Company. "We fully expect Meijer Express to impact our C-store growth in fiscal 2023 in the same way that last year's addition of Meijer's supercenters and grocery stores impacted our grocery channel growth. With the help of Meijer, per the Nielsen 13-week report dated 1/1/2022 for the U.S. Food channel, Alkaline88® became the fastest-growing top ten enhanced water brand and the 8th largest in the category."

"Meijer Express are high volume stores that consumers know and trust. As of January 1, 2021, Meijer Gas Stations and Meijer Express convenience stores were ranked 36th in CSP Top 202 largest convenience stores chains in the United States. Convenience stores sell billions of dollars of water every year making this another major win in the c-store channel. We expect many more wins throughout the remainder of fiscal 2022 and fiscal 2023 in top tier c-stores throughout the country. We're thrilled to have our 1-Gallon and 1-Liter bottles in Meijer Express locations throughout the Midwest."

Meijer is a Grand Rapids, Mich.-based retailer that operates 258 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. Ranging in size from 2,500 square feet to 5,500 square feet, Meijer Express locations offer Top Tier gasoline and diesel fuel, and carry a wide variety of beverages, snacks and fresh-prepared and packaged food. For additional information on Meijer, please visit www.meijer.com.

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.

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 addition of Meijer Express could be a major catalyst for the addition of other convenience stores throughout the country; that the Company fully expects Meijer Express to impact its C-store growth in fiscal 2023 in the same way that last year’s addition of Meijer’s supercenters and grocery stores impacted the Company’s grocery channel growth; and that the Company expects many more wins throughout the remainder of fiscal 2022 and fiscal 2023 in top tier c-stores throughout the country. 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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