

September 13, 2018



# The Alkaline Water Company Inc. Comments on Market Activity in the United States

SCOTTSDALE, Ariz., Sept. 13, 2018 (GLOBE NEWSWIRE) -- **The Alkaline Water Company Inc.** (TSXV and OTCQB: WTER) (the "Company") announces that it has been requested by the OTC Markets Group ("**OTC Markets**") to comment on certain market activity involving the Company's shares.

On September 10, 2018, the Company was notified by OTC Markets about certain promotional activity, which consisted of a promotional editorial publication by Equedia.com. The Company first became aware of the editorial publication from shareholders on September 9, 2018. The Company had no editorial control over the content of the publication.

Upon reviewing the content of the publication, the statements and claims made about the Company were taken from the Company's filings with the SEC, its website, power point presentations, historical press releases, previous interviews and information from the OTC Markets website. The Company believes that the content regarding the Company is factual and not misleading. Other information appears to be unrelated research performed by the author on its own accord without verification or review by the Company. However, there are other statements made which make comparisons to other beverage companies and encourage investors to purchase shares of the Company. The Company does not condone the use of sensational language to describe the Company's business prospects or the growth potential of the Company's industry. Further, investors should disregard comparisons made between the Company and its larger, more established competitors, specifically the Company does not condone any comparison between the investment potential of the Company's shares and the actual price growth of the Company's competitors or any comparison between the Company's potential market cap growth and the actual growth of its competitors. In addition, the Company does not endorse any health claims related to any health benefits related to the consummation of alkaline beverages. The Company encourages investors to review the business and prospects of the Company on its own merits and not based on a comparison to the success of the Company's competitors. The Company does not condone any statements made regarding the urgency of investing in the Company's shares or any other similar statements. Finally, the Company notes that investing in the Company's shares involves certain risks and uncertainties which investors should review prior to making any investment decision. The Company encourages all investors to undertake proper due diligence and carefully consider all investment decisions. The Company directs potential investors to rely solely on its filings and disclosures made with Canadian securities regulators, available at [www.sedar.com](http://www.sedar.com), the United States Securities and Exchange Commission, available at [www.sec.gov](http://www.sec.gov) and as posted on the filings and disclosure page for WTER on the OTC Markets website at [www.otcmarts.com](http://www.otcmarts.com).

Recently, the Company's trading the volume has averaged approximately 55,559 shares per day. On September 10, 2018, trading volume was 716,300 shares.

While the Company believes that the publication likely had some effect on the trading activity in the Company's shares on September 10, 2018, the Company also attributes an increase in trading activity to the contents of its recent news releases, the continued positive advancements of the Company's business and its co-listing on the TSX Venture Exchange.

After inquiry, the Company confirms that none of its officers, directors, controlling shareholders (i.e., shareholders owning 10% or more of the Company's securities) or third-party service providers have, directly or indirectly, authorized or been involved in any way with the creation, distribution or payment of this editorial publication.

After inquiry, the Company confirms that none of its officers, directors or controlling shareholders (i.e., shareholders owning 10% or more of the Company's securities) have purchased or sold shares in the last 90 days.

There are no third-party providers engaged by the Company to provide investor relations services, public relations services, marketing or other related services including the promotion of the Company or its securities in the last twelve months except for SCM Timm Enterprises LLC, CFN Media Group, IRTH Communications, LLC, RW Analytics LLC (Prime Equity Research) and Equedia Network Corporation. The Company notes that its engagement of Equedia Network Corporation relates to targeted research coverage for the period from October 1, 2018 to December 31, 2018.

The Company has been advised that none of the third party providers noted above have bought or sold shares in the previous 90 days except for IRTH Communications, LLC, which the Company contacted and did not respond.

Since January 1, 2018, the Company issued the following securities at a discount: In February 2017, the Company issued 210,000 shares at a price of \$1.00 per share upon conversion of an outstanding note of \$210,000. On March 31, 2017, the Company issued an aggregate of 1,030,000 shares at a price of \$1.00 per share upon conversion of an outstanding note of \$1,030,000. On September 29, 2017, the Company issued 514,583 shares at a price of \$1.00 per share upon conversion of an outstanding note of \$514,583. In May 2018, the Company issued 5,131,665 units at a price of \$0.75 per unit for aggregate gross proceeds of \$3,848,748.75. Each unit consisted of one share of our common stock and one-half of one share purchase warrant, with each whole share purchase warrant entitling the holder to acquire one additional share of our common stock at a price of \$0.90 per share for a period of two years.

**The Alkaline Water Company Inc.** (TSXV and OTCQB: WTER) has developed an innovative, state-of-the-art, proprietary electrolysis process that produces healthy alkaline water for a balanced lifestyle. The Company is focused on the business of distributing and marketing for retail sale of its cost-effectively packaged Alkaline88<sup>®</sup> water beverage products. Visit: [www.thealkalinewaterco.com](http://www.thealkalinewaterco.com).

### **About Alkaline Water Products**

Alkaline88<sup>®</sup> is a premier 8.8 pH balanced bottled alkaline drinking water enhanced with trace

minerals and electrolytes. The product offers consumers the unique opportunity to purchase alkaline water in conveniently packaged 500-milliliter, 700-milliliter, 1-liter, 1.5-liter, 3-liter and 1-gallon sizes. The Alkaline Water Company Inc. is currently in the midst of a national mass-market expansion program, where the product is already available for consumer sales at a growing number of major retail locations across many parts of the United States. Learn more about the science behind alkaline water by visiting [www.thealkalinewaterco.com](http://www.thealkalinewaterco.com).

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Source: The Alkaline Water Company Inc.