

September 24, 2018



The Alkaline Water Company Inc. Launches 2018 E-Commerce Sales Strategy

Alkaline88[®] now available on Walmart.com and Amazon.com

SCOTTSDALE, Ariz., Sept. 24, 2018 (GLOBE NEWSWIRE) -- **The Alkaline Water Company Inc.** (TSXV and OTCQB: WTER) (the "Company"), with products bottled under the trademark Alkaline88[®], is pleased to announce that it has launched its 2018 E-Commerce sales strategy with the listing of its flagship product, Alkaline88[®], on both Amazon.com and Walmart.com.

"With our products already sold in over 4,600 brick-and-mortar Walmart stores, we are pleased announce that Alkaline88[®] has secured direct product placement with the two largest online retailers in the U.S., Amazon.com and Walmart.com. Over the past twelve months, we have worked diligently with Sage Tree, a division of Advantage Solutions, to hone our E-Commerce strategy. With these new sales platforms, we can literally reach any home in the USA, Mexico and Canada. The E-Commerce market is expanding rapidly, with consumers spending over \$450 billion online in 2017, with food and beverages purchases accounting for more than \$60 billion of those sales, according to the U.S. Department of Commerce. This is a tremendous step for the Company, as we continue towards our goal of becoming the #1 bottled alkaline water in the U.S.," concludes Mr. Wright.

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[®] water beverage products. The Company is the creator of an innovative, state-of-the-art, proprietary electrolysis beverage process. The Company packages and sells its alkaline water in 1-gallon, 3-liter, 1.5-liter, 1-liter, 700-milliliter and 500-milliliter sizes. It is available in most major grocery stores in all 50 States. Visit: www.thealkalinewaterco.com.

About Walmart: Walmart Inc., is the largest retailer in the world. Each week, nearly 265 million customers and members visit our more than 11,200 stores under 55 banners in 27 countries and eCommerce websites. With fiscal year 2018 revenue of **\$500.3** billion, Walmart employs over 2.2 million associates worldwide. For more information, visit <https://corporate.walmart.com/>.

About Amazon: Amazon.com, Inc engages in the retail sale of consumer products and subscriptions in North America and internationally. Amazon reported over **\$177** billion in revenue, with net income growing over 27%. Amazon operates through three segments: North America, International, and Amazon Web Services (AWS) segments. It sells merchandise and content purchased for resale from vendors, as well as those offered by

third-party sellers through physical stores and retail Websites. For more information, visit www.amazon.com/about.

About Alkaline Water Products

Alkaline88® 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.

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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 Alkaline88 will become the #1 bottled alkaline water in the U.S. 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; that 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 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; 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.



Source: The Alkaline Water Company Inc.