

October 8, 2018



## **Alkaline88®'s New 1.5 and 1-Liter Sizes Gain Momentum with Consumers**

**Single Serving Bottle Sales Top \$900,000 for Q2 of FY19, Up over 90% versus Q2 of FY18**

SCOTTSDALE, Ariz., Oct. 08, 2018 (GLOBE NEWSWIRE) -- **The Alkaline Water Company Inc.** (TSXV:WTER) (OTCQB:WTER) (the "Company"), with products bottled under the trademark Alkaline88®, is pleased to announce that record single serving bottle sales of Alkaline88® were achieved in their second quarter for the fiscal year ending March 31, 2019.

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 to over 40,000 retail locations in all 50 states.

“Our single serving sizes of Alkaline88® were launched into the market over two years ago when Albertson’s, Fry’s, Winn Dixie, Food Lion, Weis and Kehe agreed to test market Alkaline88®’s single serving appeal. Over the past 3 months, our single serving bottles have exploded in popularity and shown a significant increase in demand from both end-consumers and our current retail customers. Sales of our single serving bottles are up over 90%, with over \$900,000 in sales for the three months ended September 30, 2018, as compared to the three months ended September 30, 2017. This year alone, major grocery chains and distributors including, Publix, HEB, Aldi, UNFI and Sprouts Farmers Market, have all added either our 1.5 or 1-liter size,” stated Richard A. Wright, President and CEO of The Alkaline Water Company.

“We estimate that consumers can purchase our single serve bottles in over 5,000 stores nationwide. With this success and capital provided from our recent offering, we are now rapidly developing a strategy to expand our single serving sizes into many high-volume drugstores and convenience stores across the U.S. We expect to see this growth accelerate even more as our new line of infused beverages products (CBD, Sparkling, Vitamin, and Flavored) are being brought to market by our wholly owned subsidiary, A88 Infused Beverage Division, Inc.,” concluded Mr. Wright.

**The Alkaline Water Company Inc.** (TSXV:WTER) (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. Visit: [www.thealkalinewaterco.com](http://www.thealkalinewaterco.com).

### **About Alkaline Water Products**

Alkaline88®’s premier alkaline water is an 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 1-gallon, 3-liter, 1.5-liter, 1-liter, 700-milliliter and 500-milliliter 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).

### **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: that the Company will be able to expand its single serving sizes into over 200,000 drugstores and convenience stores in the U.S. and that the Company will accelerate its growth from its new line of infused beverages.

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; additional competitors selling alkaline water in bulk containers or single serve containers reducing the Company's sales and providing more competition; the fact that drugstores and convenience stores may not order the single serve bottle for sale; 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; 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; the fact that the Company may not be able to obtain all approvals required for the sale of a CBD infused alkaline water; 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](http://www.sec.gov), and on the SEDAR, available at [www.sedar.com](http://www.sedar.com).

The Company fully intends to comply with all federal, state, and local laws, rules and regulations as the Company develops its Hemp derived CBD infused alkaline water and other nutraceutical product lines and will not pursue the production or sale of CBD infused

products until legally permitted and all necessary approvals have been obtained.

**The Alkaline Water Company Inc.**

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*Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*



Source: The Alkaline Water Company Inc.