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Alkaline88® Brand Extends into Drugstore Channel

Alkaline88® National Distribution to Exceed 47,500 Retail Outlets

SCOTTSDALE, Ariz., Oct. 10, 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 drugstore sales strategy with the product placement of its flagship product, Alkaline88®, in over 7,500 locations of one of the largest drugstore/pharmaceutical chains in the U.S.

"We are pleased to announce that we have made our first major foray into the drugstore class of trade. Beginning later this month, Alkaline88® will be available for purchase in over 7,500 locations of one of the largest and most respected drugstore/pharmaceutical chains in the country. This announcement comes on the heels of gaining product placement of Alkaline88® in over 6,500 Walmart, Kroger, and Shopko locations. With the addition of this national drugstore account, Alkaline88® will be available in more than 47,500 stores nationwide, allowing consumers to purchase our products in virtually every town across the U.S.," stated Richard A. Wright, President and CEO of The Alkaline Water Company Inc.

"Our entrance into the drugstore class of trade will also open up a tremendous opportunity for the Company's new line of infused beverage products being brought to market by its wholly owned subsidiary, A88 Infused Beverage Division, Inc. We believe that the health-conscious drugstore consumer would be attracted to many of these new products, which will include: (a) hemp-derived CBD infused alkaline water; (b) vitamin infused alkaline water; (c) flavored alkaline water; and (d) sparking alkaline water. We are very excited to continue to develop this new line of products; specifically, our new hemp-derived CBD infused alkaline water. Given the DEA's recent decision to remove CBD as a Schedule 1 Drug, our planned hemp-derived CBD infused alkaline water has become an even more appealing business prospect. We fully support the DEA's recent decision and expect similar developments will allow us to bring our hemp-derived CBD infused alkaline water to market once all approvals have been obtained," commented Richard A. Wright, President and CEO of The Alkaline Water Company Inc.

"This is a significant achievement for the Company and firmly secures Alkaline88®'s place as a true national brand. We believe that our other sales efforts towards the remaining classes of trade, including big box retailers, club stores, convenience stores, and e-commerce, will be met with similar success. I would like to thank the hardworking Alkaline88® team and our nationwide broker network that made this possible," concluded 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 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 be available for purchase in over 7,500 locations of one of the largest and most respected drugstore/pharmaceutical chains in the country; that Alkaline88 will be available in more than 47,500 stores nationwide; that the Company will develop a CBD infused alkaline water and that the Company will be able to bring the CBD infused alkaline water to the market.

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, including approval from the FDA (Food and Drug Administration); 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.

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.



Source: The Alkaline Water Company Inc.