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# A88 Infused Beverage Division Enhances CBD and Infused Portfolio

## Company Enters into Exclusive Formulation, Development, and Supply Agreement with American Nutritional Products Inc.

SCOTTSDALE, Ariz., Oct. 17, 2018 (GLOBE NEWSWIRE) -- **The Alkaline Water Company Inc.** (TSXV and OTCQB: WTER) (the "Company"), with products bottled under the trademark Alkaline88<sup>®</sup>, is pleased to announce that its wholly owned subsidiary, A88 Infused Beverage Division, Inc. ("A88 Infused"), has entered into an exclusive formulation, development, and supply agreement (the "Agreement") with American Nutritional Products Inc. ("ANP"), headquartered in Carson City, Nevada.

This Agreement solidifies our ongoing relationship with ANP to finalize the formulations for our Cannabinol (CBD) and infused products. ANP has agreed to initially develop 5 to 7 functional waters including 3 to 4 in the CBD area and 2 to 3 in the vitamin and antioxidant segment. Each will be uniquely formulated to match both consumer demands and taste profiles. Under the terms of the Agreement, A88 Infused will be granted the exclusive right to products developed by ANP, which will be used in the development of our new line of infused beverages, including:

- Hemp-Derived CBD Infused Alkaline88<sup>®</sup> Water
- Vitamin infused CBD Alkaline88<sup>®</sup> water
  - Including Vitamin B12 and Chlorophyll
- Vitamin Based "Energy" Alkaline88<sup>®</sup> water
- Sparkling CBD Alkaline88<sup>®</sup> water
- Naturally flavored Alkaline88<sup>®</sup> water
  - Including watermelon, blackberry lemon, blood orange, and peach mango

"For over 25 years, Maria Watson, President and CEO of ANP, has been an industry leader in the nutraceutical world. Her formulation team has over 40 years of experience in the development and marketing of infused beverages containing CBD, nutraceuticals, and organic flavoring, making them an ideal partner to work with in the development of our new line of products. We both recognized the synergies of our companies and this agreement was a logical extension of our recently signed co-packing agreement. The depth of knowledge and expertise provided by ANP will ensure that A88 Infused is able to introduce some of its infused beverages to market by the end of this calendar year," stated Richard A. Wright, President and CEO of The Alkaline Water Company.

"Alkaline88<sup>®</sup> is one of the only national brands fully committed to this space. In order to take advantage of this unique position, we have engaged ANP to develop a cadre of distinct and exceptional products now so as consumer preferences change and the market develops, we can be ready to meet demand. Many of the formulations have already been completed for a number of these products and shelf life and bio availability testing should be completed

shortly to allow for a late 2018 launch of some of these infused products. The Company is currently working on an international roll-out specifically eyeing the newly legalized Canadian recreational cannabis market,” concluded Mr. Wright.

“We are thrilled to be working with a national brand like Alkaline88®. Together we are finalizing development of our formulations and products at ANP in order to launch into the U.S. and Canadian market. We have worked tirelessly to be ready for this opportunity. In addition to our industry leading nutraceutical formulations, ANP is one of the only International Center for Cannabis Therapy (ICCT) Certified plants in the United States. This allows us to bring a unique skill set to our CBD product development. We have relationships with some of the best doctors and scientists in both the CBD and nutraceutical space. We believe some of our Ayurveda formulations will give A88 Infused a significant advantage in delivering great tasting and bio available products to their customers. We are excited to be a part of the next chapter of Alkaline88®’s growth story,” concluded Maria Watson, President and CEO of American Nutritional Products, Inc.

The infused beverage and CBD industry is rapidly expanding, with over 83% of consumers demanding some sort of nutritional or functional benefit to their water and The Hemp Business Journal projecting that the worldwide CBD market will grow from \$202 million last year to \$2.1 billion by 2020. The U.S. government has not ignored this growing trend, given the DEA’s recent decision to remove CBD as a Schedule 1 Drug and the provisions included within the pending 2018 Farm Bill, which would remove industrial hemp from Schedule 1 of the Controlled Substances Act and allow the USDA to federally regulate hemp and its byproducts, which include CBD. We hope to see similar developments which will allow us to bring our hemp-derived CBD alkaline water to market once all approvals have been obtained.

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.** (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. Visit: [www.thealkalinewaterco.com](http://www.thealkalinewaterco.com).

**About American Nutritional Products:** Headquartered in Carson City, Nevada, ANP is a state-of-the-art manufacturer that is able to produce capsules, liquids, powders, proteins, amino acids, and energy drinks. ANPs formulation team has over 40 years’ experience in formulating and the manufacturing facility is NSF cGMP certified, FDA registered, and ICCT certified. For more information visit: <http://anp-nv.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](http://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, the following: that the Company and A88 Infused be able to introduce beverages to market by the end of the calendar year; that the Company and A88 Infused will have a significant advantage in delivering great tasting and bio available products to its customers due to ANP's experience; and that the Company will bring its hemp-derived CBD water to market and obtain all approvals for such products.

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, including products containing CBD; the fact that consumers may not embrace and purchase any of the Company's infused water products; the fact that the Company may not receive approval for any of its CBD infused products; the fact that the 2018 Farm Bill may not be passed resulting in CBD derived from hemp continuing to be a controlled substance under Schedule 1 of the Controlled Substances Act; the fact that the Company may not receive approval from the USDA or the FDA for its CBD infused 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](http://www.sec.gov), and on the SEDAR, available at [www.sedar.com](http://www.sedar.com).



Source: The Alkaline Water Company Inc.