

October 24, 2018



Alkaline Water Company Completes Coast to Coast Expansion with Safeway Albertsons

Alkaline88® Adds Over 150 Shaw's Stores

SCOTTSDALE, Ariz., Oct. 24, 2018 (GLOBE NEWSWIRE) -- **The Alkaline Water Company Inc.** (TSXV and OTCQB: WTER) (the "Company"), is pleased to announce that Massachusetts based Shaw's®, a wholly owned subsidiary of Albertsons, will be selling Alkaline88® in over 150 store locations across the Northeastern United States.

The Company's brand Alkaline88® is the #1 selling bulk alkaline water in the United States. Alkaline88® is available in national retailers across the country, including Safeway/Albertsons, Walmart, Kroger, CVS, and other top regional and local supermarket chains. 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 find a retailer near you visit: <http://thealkalinewaterco.com/about-us/locations/>

"We are proud to partner with a company with such a long and distinguished history of operating in the Northeastern United States. This completes our coast to coast expansion in the Safeway/Albertsons family, one of the most important steps in establishing our national brand footprint. Shaw's® was named the "2017 Northeast Retailer of The Year" and has a reputation of giving back to the community and providing quality service and products to over 10 million consumers. We are excited to be in the densely populated Northeast corridor with one of the leading grocery retailers," stated Richard A. Wright, President and CEO of The Alkaline Water Company Inc.

About Albertsons Companies

Albertsons Companies is one of the largest food and drug retailers in the United States, with both a strong local presence and national scale. They operate stores across 35 states and the District of Columbia under 20 well-known banners including Albertsons, Safeway, Vons, Jewel-Osco, Shaw's, Acme, Tom Thumb, Randalls, United Supermarkets, Pavilions, Star Market, Haggen and Carrs. Albertsons Companies is committed to helping people across the country live better lives by making a meaningful difference, neighborhood by neighborhood.

About Shaws®: Shaws® is one of the oldest continuously operated supermarkets in the United States with its roots dating to 1860. Shaws® continues to thrive and is working to become the favorite food and drug retailer in every state it operates in. Throughout five New England states, there are 154 store locations (including Star Market®) employing approximately 19,000 employees. Shaw's® is a wholly owned subsidiary of Boise, Idaho-based Albertsons. For more information visit www.shaws.com.

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.

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.

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.

The material assumptions supporting these forward-looking statements include, among others, that the demand for the Company's products will continue to significantly grow; that the past production capacity of the Company's co-packing facilities can be maintained or increased; that there will be increased production capacity through implementation of new production facilities, new co-packers and new technology; that there will be an increase in number of products available for sale to retailers and consumers; that there will be an expansion in geographical areas by national retailers carrying the Company's products; that there will be an expansion into new national and regional grocery retailers; that there will not be interruptions on production of the Company's products; that there will not be a recall of products due to unintended contamination or other adverse events relating to the Company's products; and that the Company will be able to obtain additional capital to meet the Company's growing demand and satisfy the capital expenditure requirements needed to increase production and support sales activity.

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 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; 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

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Source: The Alkaline Water Company Inc.