

December 4, 2018



Alkaline Water Co Approved to Trade on NASDAQ Stock Market

Trading to Commence on December 10, 2018

SCOTTSDALE, Ariz., Dec. 04, 2018 (GLOBE NEWSWIRE) -- The Alkaline Water Company Inc. (OTCQB and TSXV: WTER), with products bottled under the trademark Alkaline88®, today announced that its shares of common stock have been approved for listing on The NASDAQ Capital Market (NASDAQ).

The Alkaline Water Company expects that its shares of common stock will begin trading on NASDAQ on December 10, 2018 under the ticker symbol "WTER." The Alkaline Water Company will retain its listing on the TSX Venture Exchange (TSXV), also under the ticker symbol "WTER."

"Today marks a significant milestone for The Alkaline Water Company as we execute on our disciplined growth strategy and continue to accelerate our momentum," said Richard A. Wright, President and CEO of The Alkaline Water Company Inc. "As one of the fastest-growing, most innovative bottled water companies in the United States, we are confident that the strength of our brand, our unique value proposition for both retailers and consumers, and our great taste and clean label will enable us to continue to attract large retail partners and delight our customers. As we recently announced, our second fiscal quarter was yet another quarter of record sales and accelerating growth, and we expect continued growth into the second half of our fiscal year with upcoming product and partnership announcements."

The Company expects to use its national footprint and strong retailer relationships as a platform to enter new markets in flavor- and CBD-infused alkaline water and other nutraceutical product lines. Recent announcements include:

- A88 Infused Beverage Division Inc. (A88 Infused), with an initial product offering of:
 - Hemp-derived CBD-infused Alkaline88® water
 - Sparkling CBD Alkaline88® water
 - Vitamin-infused CBD Alkaline88® water (including Vitamin B12 and chlorophyll)
- Development of a robust product line within the A88 Infused subsidiary of new and innovative beverages, including:
 - Vitamin-based "Energy" Alkaline88® water
 - Naturally-flavored Alkaline88® water (including watermelon, blackberry, lemon, blood orange and peach mango)
- Entered into Technology-Licensing Agreement with Infusion Biosciences, Inc. to provide A88 Infused with ready-to-drink natural hemp-extract formulations
- Entered into Production Agreement with American Nutritional Products for the development of A88 Infused new product line
- Expanded national distribution with availability in all 50 states at more than 47,000 retail locations, including top national grocery retailers Walmart, Kroger, Safeway-

Albertsons and CVS.

“Today’s listing is an important step forward for our company, and the culmination of an intense period of hard-work, inspired product and business model innovation, and disciplined execution,” said Aaron Keay, Chairman of The Alkaline Water Company Inc. “With the increased visibility and liquidity that trading on the NASDAQ will provide, we will continue to expand our product lines, increase the visibility of our brand, and grow our presence with existing and additional retailers as we drive value for our shareholders.”

The Alkaline Water Company Inc. fully intends to comply with all federal, state, and local laws, rules and regulations as the Company develops its hemp-derived cannabidiol (CBD) infused alkaline water and other nutraceutical product lines. The Company will not pursue the production or sale of CBD-infused products until legally permitted and all necessary approvals have been obtained.

About The Alkaline Water Company Inc.

The Alkaline Water Company Inc. (OTCQB and TSXV: WTER) is a leading producer of premium bottled alkaline drinking water sold under the brand name Alkaline88[®]. With its innovative, state-of-the-art, proprietary electrolysis process, the Company produces healthy, all-natural and great-tasting alkaline water for a balanced lifestyle. Founded in 2012, the Company is headquartered in Scottsdale, Arizona, and focuses on national distribution and marketing for retail sale of Alkaline88[®], one of the fastest growing premium bottled water brands on the market. To learn more about The Alkaline Water Company, please visit: www.thealkalinewaterco.com or connect on Facebook, Twitter, Instagram or LinkedIn.

About Alkaline Water Products

Alkaline88[®] is a premier 8.8 pH balanced bottled alkaline drinking water, enhanced with Himalayan Pink Rock Salt, and the #1 selling bulk alkaline water in the United States. 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. Alkaline88[®] is available in over 40,000 retailers in all 50 states, including national retailers such as Safeway/Albertsons, Walmart, Kroger, CVS, and other top regional and local supermarket chains. To find a retailer near you visit: <http://thealkalinewaterco.com/about-us/locations/>

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 expects continued growth into the second half of its fiscal year with upcoming products and partnership announcements; that the Company will enter new markets in flavor- and CBD-infused alkaline water and other nutraceutical product lines; and that the Company will continue to expand its product lines, increase the visibility of its brand and grow its presence with existing and additional retailers. 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 the Company will receive all necessary regulatory approvals for the production and sale of CBD-infused water 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 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, and on the SEDAR, available at www.sedar.com.

The Alkaline Water Company Inc.

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Source: The Alkaline Water Company Inc.