

January 22, 2019



The Alkaline Water Company to Ring the NASDAQ Stock Market Opening Bell on Wednesday, January 23

SCOTTSDALE, Ariz., Jan. 22, 2019 (GLOBE NEWSWIRE) -- The Alkaline Water Company Inc. (NASDAQ and TSXV: WTER) (the "Company"), with products bottled under the trademark Alkaline88[®], today announced that it will visit the NASDAQ MarketSite in Times Square on January 23, 2019, in celebration of its recent uplisting. To commemorate the occasion, Richard A. Wright, President and CEO of The Alkaline Water Company Inc., will ring the opening bell.

Richard Wright, President and CEO of The Alkaline Water Company, will be joined by Aaron Keay, Chairman of the Board, and other members of the executive team in ringing the bell.

"We are thrilled to ring the opening bell at NASDAQ and believe this marks a strong start to the new calendar year. We are very proud of the success we have had with our flagship brand, Alkaline88[®]. The popularity of Alkaline88[®] has enabled us to rapidly expand our retail presence, with products now available in over 50,000 stores across the U.S. Celebrating these milestones by ringing the opening bell at NASDAQ is an exciting moment for our Company and commemorates the tremendous progress we have achieved in driving the business forward as we continue to execute our strategy. With our shares now trading on the NASDAQ, we are confident that a greater number of shareholders can participate in this ongoing growth," said Richard A. Wright, President and CEO of The Alkaline Water Company Inc.

The Alkaline Water Company's participation in the opening bell ceremony will be broadcast live on January 23, 2019, at 9:15 a.m. (Eastern Time) at <https://livestream.com/nasdaq/live> and on the NASDAQ MarketSite Tower at 43rd and Broadway in New York, New York.

About The Alkaline Water Company Inc.

The Alkaline Water Company Inc. (NASDAQ 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 47,500 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/where-to-buy/>

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 a greater number of shareholders can participate in this ongoing growth.

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/hemp-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/hemp; 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 even though the Farm Bill was passed into law, the Company may not receive approval from state and local regulatory bodies or the FDA for its CBD/hemp-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.

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