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Alkaline88

The Alkaline Water Company Expands its Packaging Capabilities to Launch New Products

SCOTTSDALE, Ariz., Jan. 31, 2019 (GLOBE NEWSWIRE) -- The Alkaline Water Company Inc. (NASDAQ and TSXV: WTER), a leading producer of premium bottled alkaline drinking water sold under the brand name Alkaline88[®], today announced that it has expanded an existing relationship with a key co-packaging partner based in Nevada. Specifically, Western Group Packaging (WGP) will begin producing the Company's new flavored Alkaline88[®] water products.



A88 Infused Beverage Inc.

WGP boasts a state-of-the-art facility, with over 150,000 square feet of manufacturing space and modern leading-edge machinery. Established in 2014 by an experienced management team whose members have many years of operating experience, WGP has significant expertise in the beverage industry.

This initiative fulfills several of the Company's critical goals to support its ongoing growth. It expands its co-packaging capabilities so that The Alkaline Water Company can help retailer partners meet growing customer demand for the Alkaline88[®] brand. It also enables the Company to launch its new lemon, blood orange, watermelon, coconut and raspberry flavored Alkaline88[®] waters.

"We are excited to bring these new products to market. We have verbal commitments from many of our current retailers for our flavored Alkaline88[®] waters," commented Richard A. Wright, President and CEO of The Alkaline Water Company Inc. "We are proud to be the first flavored bottled alkaline water in the country. We believe our all natural extracts and sugar free offerings will be a big hit with consumers. Our commitment to creating only Clean

Beverages™ continues to drive our product development. We pioneered the enhanced bulk water category with our Alkaline88® 1-gallon and 3-liter sizes and believe our new flavored waters will impact the enhanced water space in a similar fashion. This will be one of the many products we will bring to our current grocery and drugstore customers as well as convenience stores. This is the first major initiative completed by our subsidiary A88 Infused Beverage Division Inc. We expect to begin selling our new flavored waters as soon as next week will be rolling out a number of other products over the next 45 days," concluded Mr. Wright.

A photo accompanying this announcement is available at: <https://www.globenewswire.com/NewsRoom/AttachmentNg/34ca9c6b-ac33-4fa4-8ab2-13e636885e96>

About Western Group Packaging

Western Group Packaging is an affiliate company of Unix Packaging located in Montebello California. Unix Packaging, with its six production lines, experienced a period of substantial growth and its founders recognized the growing need and opportunity in Nevada for a beverage manufacturing facility resulting in the state of the art facility established by its affiliate – Western Group Packaging. . To learn more about WGP, please click the following link: <http://www.wgpc.com>.

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 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 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: We believe our all-natural

extracts and sugar free offerings will be a big hit with consumers, we pioneered the enhanced bulk water category with our Alkaline88[®] 1-gallon and 3-liter sizes and believe our new flavored waters will impact the enhanced water space in a similar fashion, this will be one of the many products we will bring to our current grocery and drugstore customers as well as convenience stores, we expect to begin selling our new flavored waters as soon as next week will be rolling out a number of other products over the next 45 days.

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, the US Drug Association 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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Source: The Alkaline Water Company Inc.