

February 6, 2019



Alkaline Water Co Launches First Phase of A88 Infused Division to Consumers at Multiple Trade Shows

SCOTTSDALE, Ariz., Feb. 06, 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 its first product from the “A88 Infused Beverage Division” is now available for commercial sale, creating a whole new category of Alkaline88® alkaline water. The Company expects roll-outs of additional products to continue over the next several weeks, that will include sparkling flavored hemp infused alkaline water in a 12-oz sleeve can, hemp infused flavored Alkaline88® original, and vitamin infused Alkaline88® original. Management is showcasing the new A88 Infused Beverage Division product line at two important trade shows: Convenience EPPS and the KeHE Summer show.



Flavored Alkaline Water

Event: Convenience EPPS
When: February 4, 2019 - February 7, 2019
Where: Sheraton Grand Chicago in Chicago, Illinois

Event: KeHE Summer
When: February 5, 2019 - February 6, 2019
Where: Nashville Music City Center in Nashville, Tennessee

The Convenience EPPS trade show is scheduled for February 4, 2019 through February 7, 2019, at the Sheraton Grand Chicago in Chicago, Illinois. It is sponsored by ECRM, whose mission is “to bring efficiencies to the buying and selling process by optimizing product assortments and enhancing supplier and buyer collaboration efforts through digital and in-person platforms.” ECRM has more than 20 years of operating history helping connect buyers and sellers globally.

The KeHE Summer show is scheduled for February 5, 2019 through February 6, 2019, at

the Nashville Music City Center in Nashville, Tennessee. Founded in 1953, KeHE Distributors is one of the oldest specialty, fresh and natural and organic wholesale foods distributors in the industry. KeHE's focus is on sourcing healthy and sustainable products for distribution to retail grocers.

To prepare for the launch of the A88 Infused Beverage Division, The Alkaline Water Company has expanded its packaging capabilities and recently announced that Nevada-based Western Group Packing (WGP) will begin producing the Company's new flavored Alkaline88[®] water products at its state-of-the-art 150,000+ square foot facility. The Company has verbal commitments from many of its current retailers for its flavored Alkaline88[®] waters, which represent the industry's first flavored bottled alkaline water.

"We are thrilled to officially launch our new A88 Infused Beverage products and make them available to retailers and consumers. We are confident that people will love the new flavors. Introducing the new product line at these events will enable leading retailers in a variety of distribution channels to sample these exciting new products first-hand," noted Richard A. Wright, President and CEO of The Alkaline Water Company Inc. "The debut of our A88 Infused Beverage Division Inc., is just another example of our commitment to delivering strong growth that we expect will yield continued value for our shareholders."

A photo accompanying this announcement is available at: <https://www.globenewswire.com/NewsRoom/AttachmentNg/bfdfa4ae-ba06-40d1-a3eb-18e4fdb94149>

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

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: that the Company expects roll-outs of additional flavors to continue over the next several weeks; that Nevada-based Western Group Packing (WGP) will begin producing the Company's flavored Alkaline88 water products at its state-of-the art 150,000+ square feet facility; that the Company is confident that people will love the new flavors; that introducing the new product line at these events will enable leading retailers in a variety of distribution channels to sample these exciting new flavors first-hand; and that the debut of the Company's A88 Infused Beverage Division is just another example of the Company's commitment to delivering strong growth that the Company expects will yield continued value for its shareholders.

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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Source: The Alkaline Water Company Inc.