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## Alkaline88® Boosts East Coast Capacity to Meet Surging Sales Demand

Company's exclusive arrangements will alleviate raw material concerns for east coast expansion.

SCOTTSDALE, Ariz.--(BUSINESS WIRE)-- The Alkaline Water Company Inc. (NASDAQ and CSE: WTER) (the "Company"), the country's largest independent alkaline water company, is pleased to announce that two of its leading suppliers have expanded their capacity by opening east coast facilities. The Company's exclusive arrangements with these manufacturers will alleviate raw material concerns during its east coast expansion. In addition, the Company expects to add three new strategically located co-packers prior to the end of the third quarter to meet anticipated demand.

"As we position ourselves for continued growth, we continue to deploy assets that allow our production to exceed increased demand for Alkaline88®," said Ricky Wright, President and CEO of The Alkaline Water Company. "While much of the industry finds itself squeezed with raw material demands and capacity constraints, we've never been stronger. Our foresight to find multiple domestic sources for our raw materials paid dividends last year. Over the last six months, two of our west coast providers have opened operating facilities on the east coast."

"Demand is so strong that we are already in discussion with both manufacturers to double east coast capacity over the next six to twelve months," continued Mr. Wright. "With the additional capacity we can stay even further ahead of the sales surge that we've seen as a result of organic growth and new clients. This is an ideal time to expand as we gear up for our national marketing campaign later this year."

The two manufacturing plants will focus exclusively on the Alkaline88® brand, providing the bottles and handles used in the Company's one (1) gallon to their co-packers in the eastern part of the country. Mr. Wright stated that the Company has strategically increased the availability of raw components in order to match the production capacity of their eastern co-packers, noting that there are plans for more bottlers to come online before the end of the calendar year.

"Unit increase is not the only benefit of this new development," added Mr. Wright. "The strategic location of these manufacturers will also help us reduce our carbon footprint as we continue to reduce the distance between our components, our bottlers, and the consumers."

Alkaline88® is known for its superior hydration with a perfect 8.8pH balance. The brand was developed to deliver a Deliciously Smooth™ taste that encourages consumers to drink more and fully hydrate. The Company is dedicated to purity, quality, value, and taste. The water's ingredient deck is simple, easy to understand, and free of buffers. Alkaline88 ionized water contains just two ingredients that customers trust — purified water and Pink Himalayan Rock

Salt.

The Alkaline Water Company is The Clean Beverage Company™ making a difference in the water you drink and the world we share.

The Alkaline88® flagship brand of premium alkaline water is now available in 75,000 stores across all trades in the U.S. For more information, visit [www.thealkalinewaterco.com](http://www.thealkalinewaterco.com).

### **About The Alkaline Water Company:**

Founded in 2012, The Alkaline Water Company (NASDAQ and CSE: WTER) is headquartered in Scottsdale, Arizona. Its flagship product, Alkaline88®, is a leading premier alkaline water brand available in bulk and single-serve sizes along with eco-friendly aluminum packaging options. With its innovative, state-of-the-art proprietary electrolysis process, Alkaline88® delivers perfect 8.8 pH balanced alkaline drinking water with trace minerals and electrolytes and boasts our trademarked label 'Clean Beverage.' Quickly being recognized as a growing lifestyle brand, Alkaline88® launched A88 Infused™ in 2019 to meet consumer demand for flavor-infused products. A88 Infused™ flavored water is available in six unique all-natural flavors, with new flavors coming soon. Additionally, in 2020, the Company launched A88 Infused Beverage Division Inc., which includes the Company's CBD water and flavor-infused water. For the Company's topical and ingestible offerings, A88 Infused Products Inc. includes the Company's lab-tested hemp-extract salves, balms, lotions, essential oils, bath salts, powder packs, oil tinctures, capsules, and gummies.

To purchase Alkaline88® and A88 Flavor Infused products online, visit us at [www.alkaline88.com](http://www.alkaline88.com). To learn more about The Alkaline Water Company, please visit [www.thealkalinewaterco.com](http://www.thealkalinewaterco.com) or connect with us on Facebook, Twitter, Instagram, or LinkedIn.

### **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, that the Company's exclusive arrangements with two of the Company's leading suppliers will alleviate raw material concerns during the Company's east coast expansion; the Company expects to add three new strategically located co-packers prior to the end of the third quarter to meet anticipated demand; as the Company positions itself for continued growth, it continues to deploy assets that allow its production to exceed increased demand for Alkaline88®; that the Company is already in discussion with both manufacturers to double east coast capacity over the next six to twelve months; that with the additional capacity, the Company can stay even further ahead of the sales surge that the Company has seen as a result of organic growth and new clients; that this is an ideal time to expand as the Company gears up for its national marketing campaign later this year; that there are plans for more bottlers to come online before the end of the calendar year; that the strategic location of these manufacturers will also help the Company reduce its carbon footprint as the Company continues to reduce the distance between its components, its bottlers, and the consumers.

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 be an expansion into new e-commerce, home delivery, convenience, and healthy food channels; 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; 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; the 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 that 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; and 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](http://www.sec.gov), and on the SEDAR, available at [www.sedar.com](http://www.sedar.com).

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