

October 29, 2020



A88CBD™ Adds CBD Distributor BettermentRS

- BettermentRS sells into large national accounts, including 7-Eleven and YesWay.

SCOTTSDALE, Ariz., Oct. 29, 2020 (GLOBE NEWSWIRE) -- The Alkaline Water Company Inc. (NASDAQ and CSE: WTER) (the "Company"), is a producer of premium bottled alkaline water, flavor-infused waters, and CBD infused products sold under the brand names Alkaline88®, A88 Infused™, and A88CBD™, respectively. Today, the Company announces that it has added health and wellness, CBD focused direct store delivery (DSD) distributor BettermentRS to drive c-store and grocery store CBD sales growth.

"We are thrilled to partner with BettermentRS to represent A88CBD brand to some of the nation's largest and fast-growing retail chains," stated Ricky Wright, President and CEO of The Alkaline Water Company. BettermentRS will provide sales management, marketing, and logistics expertise to accelerate sales for our A88CBD line of products, particularly in the convenience store channel. CBD sales in the c-store channel are booming and represent a tremendous opportunity for our in-demand lifestyle brands. Sales of hemp-derived CBD products in the c-store channel were approximately \$122 million in 2019 and grew roughly four times faster than the overall CBD market. BettermentRS will work closely with our sales team to introduce our brands to large accounts, including aforementioned, 7-Eleven and YesWay."

"As a trusted national brand, we now offer a robust line of high-quality, lab-tested CBD topical and ingestible products. Our recent product announcements include gummies and CBD infused lemon-lime flavored water for our ingestibles line and deep relief cream and bath bombs for our topical line. With additional exciting new products and flavors coming soon and a growing base of strong channel partners, our A88CBD brand is well-positioned to capitalize on the increasing demand for CBD products across various trade channels."

According to Brightfield Group, U.S. sales of hemp-derived CBD products reached \$4.2 billion in 2019, a 562% increase over 2018. During the same period, CBD products' sales through convenience and gas stores grew by 2,276% to reach \$122 million. The report also highlighted that CBD infused drinks, tinctures, and topicals represent growth opportunities in the channel. And found that CBD drinks, valued at \$52 million in c-store sales in 2019, remain popular among new consumers and skew younger, with millennials as the largest consumer group.

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 both the Company's lab-tested full-spectrum hemp salves, balms, lotions, essential oils, and bath salts, along with broad-spectrum hemp, powder packs, oil tinctures, capsules, and gummies.

To purchase A88CBD™ products online, visit us at www.A88CBD.com. To learn more about The Alkaline Water Company, please visit 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, the following: that sales management, marketing, and logistics expertise provided by BettermentRS will accelerate sales for the Company's A88CBD line of products, particularly in the convenience store channel; that CBD sales in the c-store channel represent a tremendous opportunity for the Company's in-demand lifestyle brands; that with additional exciting new products and flavors coming soon and a growing base of strong channel partners, the Company's A88CBD brand is well-positioned to capitalize on the increasing demand for CBD products across various trade channels; and that CBD infused drinks, tinctures, and topicals represent growth opportunities in the channel.

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, including products containing hemp/CBD; the fact that consumers may not embrace and purchase any of the

Company's water or CBD-infused products; the fact that the Company may not be permitted by the FDA or other regulatory authority to market or sell any of 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; 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, and on the SEDAR, available at www.sedar.com.

The Alkaline Water Company Inc.

Richard A. Wright
President and CEO, or

Sajid Daudi
Director of Investor Relations & Corporate Communications
800-923-1910
investors@thealkalinewaterco.com

Media

Jessica Starman
888-461-2233
jessica@elev8newmedia.com



Source: The Alkaline Water Company Inc.