

December 7, 2021



# Alkaline88® Sponsors the Muhammad Ali Legacy Award and Smooth Play of the Year at The Sports Illustrated Awards

SCOTTSDALE, Ariz.--(BUSINESS WIRE)-- The Alkaline Water Company Inc. (NASDAQ and CSE: WTER) (the "Company"), the country's largest independent alkaline water company and the Clean Beverage® company, is pleased to be a sponsor for The Sports Illustrated Awards Presented by Pepsi Stronger Together. Alkaline88® is the exclusive bottled water for the event and is sponsoring two key awards—the *Smooth* Play of the Year presented by Shaquille O'Neal and the Muhammad Ali Legacy Award which will be presented to tennis legend Billie Jean King.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20211207005129/en/>

"We have a strong partnership with ABG Entertainment, and we're thrilled to continue building more synergies," said Tom Hutchison, Chief Marketing Officer of The Alkaline Water Company. "Sports Illustrated is a storied brand, and we're excited to watch our Brand Ambassador Shaquille O'Neal present the *Smooth* Play of the Year award. The Alkaline Water Company wishes the best of luck to the athletes and hopes that all the VIPs and influencers in attendance enjoy their Deliciously Smooth™ Alkaline88."

The 2021 Sports Illustrated Awards Presented by Pepsi Stronger Together takes place tonight, Tuesday, December 7 at 8 p.m. ET. The event will be hosted by DJ Khaled and Cari Champion and broadcast in front of a live audience from Hard Rock Live at Seminole Hard Rock Hotel & Casino in Hollywood, Florida. The awards show will stream live on official Sports Illustrated social channels—Facebook, Twitch, YouTube, Twitter, and TikTok—, via LiveXLive, and on [SportsIllustratedAwards.com](https://www.sportsillustratedawards.com). In addition to recognizing the notable athletes, teams, and sports moments of the past year, the highlight of the evening will be the live reveal of the 2021 Sports Illustrated Sportsperson of the Year.

## About The Alkaline Water Company:

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

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, The Alkaline Water Company created the A88

Infused Beverage Division in 2018 to meet consumer demand for flavor-infused products under the A88 Infused™ brand. A88 Infused™ flavored water is available in six unique all-natural flavors, with new flavors coming soon. In 2021, The Alkaline Water Company was pleased to welcome Shaquille O'Neal to its board of advisors and to serve as the celebrity brand ambassador for the Alkaline88® and A88 Infused™ brands.

To purchase The Alkaline Water Company's 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.

### **About Sports Illustrated:**

[Sports Illustrated](#) (SI) is an unparalleled and influential leader recognized for shaping modern culture and uniting athletes, teams and fans worldwide. At the intersection of sports, lifestyle and entertainment, Sports Illustrated is a 360-degree enterprise that delivers immersive content, innovative digital experiences, unforgettable events, and original products. Its award-winning media outlet brings powerful storytelling to life through probing profiles, up-to-date news and game-day stats on SI.com, social media and the monthly print magazine. The most trusted name in sports transcends media through [SI Tix](#), a fan ticketing platform for sports and entertainment events and [SI Sportsbook](#), the most trusted platform in sports betting, which recently launched in Colorado with more states to follow. Sports Illustrated Studios translates the biggest and most compelling stories, characters and moments in sports into long-form film, television and audio content. The franchise brings its unique and authentic perspective to marquee events and captivating brand activations including The Sports Illustrated Awards, The Party, and Club SI. For more information, visit [SI.com](#). Follow Sports Illustrated on [Twitter](#), [Instagram](#), and [Facebook](#).

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