

February 3, 2015



Alkaline Water Co. to Distribute at Defense Commissary Agency Stores

Company Proud to Offer 3 Liter Alkaline88 Product to Armed Forces Members and Families

SCOTTSDALE, AZ -- (Marketwired) -- 02/03/15 -- *The Alkaline Water Company Inc.* (OTCQB: WTER) (the "Company"), developers of an innovative state of the art proprietary electrolysis beverage process packaged and sold in 700ml, 1/2, 1, 3 liter and 1 gallon sizes under the trade name Alkaline88 very proudly announced today that its 3 liter products have been accepted for distribution to many of the domestically operated Defense Commissary Agency Stores across the nation (www.commissaries.com).

The Defense Commissary Agency (DeCA), headquartered at Fort Lee (Virginia), is an agency of the Department of Defense (DoD) that operates more than 245 commissaries worldwide. American military commissaries sell discounted groceries and household goods to active-duty, Guard, Reserve, and retired members of all seven uniformed services of the United States and eligible members of their families.

Alkaline Water Co. President & CEO Steven Nickolas comments, "We are very proud to announce this agreement and to offer our products to the many servicemen and woman and their families across the nation. Fitness and health are such a big part of the service lifestyle that we are certain our product will quickly find acceptance and we truly hope this can lead to the possibility of offering Alkaline88 wherever our troops serve around the globe. I'd like to thank the team at M3, Inc. of Virginia Beach, VA who provided expert assistance as sales broker and facilitators of this outstanding growth opportunity."

Additional details of the Company's business, finances, appointments and agreements can be found as part of the Company's continuous public disclosure as a reporting issuer with the Securities and Exchange Commission ("SEC") available at www.sec.gov. For more information, visit our website at www.thealkalinewaterco.com.

The Alkaline Water Company, Inc. (OTCQB: WTER)

The Alkaline Water Company Inc. has developed an innovative, state of the art, proprietary electrolysis process that produces healthy alkaline water for a balanced lifestyle. The company is focused on the business of distributing and marketing the retail sale of its cost-effectively packaged Alkaline88 water beverage products. Visit us at: www.thealkalinewaterco.com.

About Alkaline Water Products

Alkaline88's premier alkaline water is an 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 three liter and one gallon sizes (plus 700ml in select markets). The Alkaline Water Company Inc. is currently in the

midst of a national mass markets expansion program and is already available for consumer sales at a growing number of major retail locations across many parts of the United States. Learn more about the science behind alkaline water by visiting www.thealkalinewaterco.com.

Notice Regarding Forward-Looking Statements

This news release contains "forward-looking statements." Statements in this press 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 Company's expectations regarding the development of marketing and sales relations nationally. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainties associated with developing new products and operating as a development stage company, our ability to raise the additional funding we will need to continue to pursue our business and product development plans, competition in the industry in which we operate and market conditions. These forward-looking statements are made as of the date of this news release, and we assume 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. Although we believe that any beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. Investors 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 we file with the SEC, available at www.sec.gov.

WTER Investor Relations
Phone: +1.480.656.2423
Email: investors@thealkalinewaterco.com
Website: www.thealkalinewaterco.com

Source: The Alkaline Water Company, Inc.