

July 20, 2021



Alkaline88® Will Soon Be Available in Gym Coolers Across the Country

The Alkaline Water Company Enters into a Distribution Agreement with Premier Distribution Services, Servicing Over 800 Gyms and Athletic Clubs Across the Country

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 its distribution agreement with Premier Distribution Services ("PDS"). Per the agreement, PDS will distribute Alkaline88® water to over 800 gyms, sports nutrition stores, personal training studios, and smoothie bars. They will carry the entire Alkaline88 bottled water line.

"This is a wonderful opportunity for the company as Premier Distribution Services (PDS) will be carrying all of our Alkaline88® bottled waters in coolers across the country. It will help us introduce and drive the trial of our new 2-liter, aluminum, and flavor-infused SKUs. It will also allow for the chilled on-premise purchase of the country's favorite premium gallon water, Alkaline88," said Ricky Wright, President and CEO of The Alkaline Water Company. "This is a great partnership for both parties. PDS's clients will be able to offer health-conscious gym-goers the Smooth Hydration™ of Alkaline88, the Clean Beverage™. While PDS continues to execute their growth plan, we'll expand with them in health and fitness venues across the country. As we plan to mobilize our first broadly-distributed traditional marketing campaign with Shaquille O'Neal later this year, more and more people will be looking for our brand as their go-to choice to rehydrate during their workouts. The timing couldn't be any better."

"We are pleased and proud to have Alkaline88® as our exclusive choice for pH water across the entire nation, as well as to have them as a part of our loyalty cooler program," said Derik Fay, CEO and Co-Founder of Premier Distribution.

Premier Distribution Services has distribution centers in Florida, Nevada, and Texas, with short-term plans for continued expansion and new centers in the South and Midwest. Their client base currently consists of approximately 800 gyms and fitness centers with plans to more than double that amount before the end of the year.

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.

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. 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 Alkaline88® and A88 Flavor Infused products online, visit us at www.alkaline88.com.

To learn more about The Alkaline Water Company, please visit www.thealkalinewaterco.com or connect with us on Facebook, Twitter, Instagram, or LinkedIn.

About Premier Distribution Services:

Founded in 2021 Premier Distribution Services is headquartered in Pompano Beach, Florida, with additional offices and trucking hubs across the nation. In an industry historically owned by the "few," Premier has quickly grown and been recognized as the foremost distributor in the nation. By strategically placing distribution centers across the country in the most efficient manner they are able to both guarantee on-time delivery, and guarantee quality control simultaneously. Many of the nation's largest accounts and vendors have quickly recognized the many advantages that Premier offers over the competition and have become loyal and happy clients.

To learn more or to become a vendor or customer of Premier please visit them at PremierDistribution.com or connect 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 it will help the Company introduce and drive the trial of the Company's new 2-liter, aluminum, and flavor-infused SKUs; that the Company will also allow for the chilled on-premise purchase of the country's favorite premium gallon water; that while PDS continues to execute their growth plan, the Company will expand with them in health and fitness venues across the country; that the Company plans to mobilize its first broadly-distributed traditional marketing campaign with Shaquille O'Neal later this year; that more and more people will be looking for the

Company's brand as their go-to choice to rehydrate during their workouts; that Premier Distribution Services plans for continued expansion and new centers in the South and Midwest; that Premier Distribution Services plans to more than double its client base of 800 gyms and fitness centers before the end of the year.

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, and on the SEDAR, available at www.sedar.com.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20210720005170/en/>

The Alkaline Water Company Inc.

Jeff Wright

Director of Investor Relations

866-242-0240

investors@thealkalinewaterco.com

Media

Jessica Starman

888-461-2233

jessica@elev8newmedia.com

Source: Alkaline Water Company Inc.