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Alkaline Water Co. Premium Water Brand Alkaline88 Now Available in All 40 Food Depot Supermarkets

SCOTTSDALE, AZ -- (Marketwired) -- 11/17/16 -- **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 500ml, 700ml, 1-liter, 3-liter and 1-gallon sizes under the trade name Alkaline88, is pleased to announce acceptance for product placement in the one (1) gallon size at Food Depot. All American Quality Foods, doing business as Food Depot, operates forty (40) supermarkets throughout the state of Georgia and was named one of the Supermarkets News 2012 Top 50 Small Chains and Independents.

"This is another great chain in another great town," states Ricky Wright, Alkaline Water Company's COO. "Food Depot serves mainly the Atlanta, Georgia and surrounding communities. With the expansion of our co-packer's capacity in Arlington., Georgia, we can expect accelerated growth to continue in the southeastern USA," added Wright.

About 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-effective packaged Alkaline88 water beverage products. The Alkaline Water Company Inc. is currently in the midst of a national mass-market expansion program and is available for consumer sales at major retail locations across the United States. Learn more about The Alkaline Water Company Inc. by visiting: www.thealkalinewaterco.com.

About Alkaline88:

Alkaline88 is a premier bottled alkaline drinking water with an 8.8-pH balance. Enhanced with trace minerals and electrolytes, the product offers consumers the unique opportunity to purchase alkaline water in conveniently packaged 500ml, 700ml, and 1-liter, 3-liter and 1-gallon sizes. Learn more about the science of Alkaline88 at www.alkaline88.com.

About All American Quality Foods Inc. DBA Food Depot

All American Quality Foods was founded in 1973 in Stockbridge Georgia. The Food Depot name and concept arrived in 1988 and has grown rapidly with forty (40) supermarkets that offer consumers in their marketplace great value and quality. In 2001, SUPERVALU selected All American Quality Foods as their Southeast Region Retailer of the year and they have continued to expand at a profitable pace. Learn more about All American Quality Foods at <http://www.myfooddepot.com>

Notice Regarding Forward-Looking Statements:

This press 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 Alkaline Water Company Inc.'s expectations for continued growth and expansion of the Alkaline88 brand over the next fiscal year. 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 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 press 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 of America. Although we believe that any beliefs, plans, expectations and 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.

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