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Alkaline88

The Alkaline Water Company Increases its Production Capacity at Phoenix, Arizona Based Co-Packer

SCOTTSDALE, Ariz., July 19, 2018 (GLOBE NEWSWIRE) -- **The Alkaline Water Company Inc.** (TSXV:WTER) (OTCQB:WTER) (the "Company"), with products bottled under the trademark Alkaline88[®], is pleased to announce its Phoenix, Arizona based co-packer, White Water, recently expanded its manufacturing facility which will significantly increase wholesale production capacity.



The Alkaline Water Company Inc.

The Company is the creator of an innovative, state-of-the-art, proprietary electrolysis beverage process. The Company packages and sells its Alkaline88[®], water in 1-gallon, 3-liter, 1.5-liter, 1-liter, 700-milliliter and 500-milliliter sizes to over 40,000 retail locations in all 50 states.

“We are proud to continue our partnership with Alkaline88[®] for the 4th year and counting. As a result of Alkaline88[®]'s dramatic growth over the past 4 years and their strong commitment to White Water, we have moved into a new state-of-the-art 62,000 square foot manufacturing facility to support their production needs.” Stated Chris White, President of White Water. “Our new facility is over three times larger than our prior plant, and will allow us to double our annual production of Alkaline88[®]. We expect to hire over 20 full-time employees to support the increased demand for Alkaline88[®].”

White continues, “Just 4 years ago, Alkaline88[®] was a developmental company with less than \$1,000,000 in sales per year. Today the Company reported nearly \$20,000,000 in sales for FY 2018. It has been exciting to watch Alkaline88[®] grow and management execute their business plan flawlessly. We at White Water believe that Alkaline88[®] can achieve its goal of becoming the number one alkaline water in the U.S. and will be happy to say we played a significant role in that accomplishment” concluded Mr. White.

"We are grateful for the investment White Water has made in direct support of Alkaline88®'s continuing growth. The Company is pleased have such a great co-packer and strategic partner located in our own backyard. We look forward to the future growth and success of both Alkaline88® and White Water," stated Richard A. Wright, President and CEO of The Alkaline Water Company Inc.

About White Water

Headquartered in Phoenix, Arizona, White Water was established in 2001 by Chris White. Mr. White started White Water out of a guest bedroom with only one employee at the time. Today, White Water currently occupies a 62,000 square foot facility, that operates six bottling lines with nearly 50 employees. It is one of the largest privately owned bottled water companies in the Southwest. White Water provides custom label bottled water nationwide, 3 and 5-gallon home and office delivery, reverse osmosis systems, and co-packing opportunities for labeling and bottling across the country.

The Alkaline Water Company Inc. (TSXV:WTER) (OTCQB:WTER) 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 for retail sale of its cost-effectively packaged Alkaline88® water beverage products. Visit: www.thealkalinewaterco.com.

About Alkaline Water Products

Alkaline88® is a premier 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 500-milliliter, 700-milliliter, 1-liter, 1.5-liter, 3-liter and 1-gallon sizes. The Alkaline Water Company Inc. is currently in the midst of a national mass-market expansion program, where the product 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 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 the expansion of White Water's manufacturing facility will significantly increase the Company's wholesale production capacity; that the Company looks forward to the future growth and success of both Alkaline88® and White Water; that White Water's new facility will allow White Water to double its annual production of Alkaline88® and White Water expects to hire over 20 full-time employees to support the increased demand for Alkaline88®; and that White Water believes that Alkaline88® can achieve its goal of becoming the number one alkaline water in the U.S. and will be happy to say it played a significant role in that accomplishment. 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 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; additional competitors selling alkaline water 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; that 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; 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; 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.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/a0c10461-38b2-4128-8e88-d0e8c651642e>



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