

February 4, 2020



## **Alkaline88® Extends Reach to 15,000 C-Stores with the Addition of Core-Mark to its Growing List of Partners**

-- Alkaline88® will join Core-Mark's "Smart Stock®" program that caters to approximately 11,000 convenience stores nationwide.

-- The Company also announced that Jim Venia, formerly Director of National Accounts, West Division at Essentia, joined its team to accelerate its convenience store strategy.

SCOTTSDALE, Ariz., Feb. 04, 2020 (GLOBE NEWSWIRE) -- The Alkaline Water Company Inc. (NASDAQ and TSXV: WTER) (the "Company"), a producer of premium bottled alkaline and flavored water sold under the brand names Alkaline88® and A88™ today announced that it added Core-Mark to its growing list of convenience store partners. Beginning in April, all Alkaline88® products will become part of the "Smart Stock" program, which extends the company's reach to approximately an additional 11,000 convenience stores across the U.S.

"This is a huge win for us and marks significant progress toward our c-store strategy. I am very proud of the fact that in less than a year, we have positioned our flagship brand, Alkaline88®, to potentially be available in roughly 10% of the c-store market. We are excited to select Core-Mark as a partner and join its "Smart Stock" program, which is an exclusive marketing opportunity, offered across all Core-Mark U.S. divisions. This exponential growth that we are seeing is a testament to the strength of our brand and the trust and confidence that our loyal consumers have in our growing portfolio of products. We expect to make continued inroads in the c-store markets and offer our customers the most innovative and in-demand products," stated Richard A. Wright, President, and CEO of The Alkaline Water Company.

"I am excited to join the Alkaline88® team and help drive one of their major strategic priorities of gaining share in the c-store space. Over the years and at various competitors, I have always admired the Alkaline88® brand and how well it resonates with consumers and customers. With a growing portfolio of in-demand products, I am looking forward to helping drive this initiative for the company," added Jim Venia, Director of National Sales, Convenience Stores, and Distributors for Alkaline88®.

Core-Mark's Smart Stock® program delivers a full-service merchandising solution encompassing key categories in a convenience store. The program delivers category-managed sets of top-selling brand name items and includes weekly account services where a SmartStock merchandiser visits the store to order, rotate, date, and price items to maintain store sets.

### **About Core-Mark**

Core-Mark is one of the largest marketers of fresh, food and broad-line supply solutions to the convenience retail industry in North America. Founded in 1888, Core-Mark offers a full range of products, marketing programs, and technology solutions to approximately 43,000 customer locations in the U.S. and Canada through 32 distribution centers (excluding two distribution facilities Core-Mark operates as a third-party logistics provider). Core-Mark services traditional convenience stores, grocers, drug stores, mass merchants, liquor and specialty stores, and other stores that carry convenience products. For more information, please visit [www.core-mark.com](http://www.core-mark.com).

### **About The Alkaline Water Company Inc.**

The Alkaline Water Company Inc. (NASDAQ and TSXV: WTER) is a producer of premium bottled alkaline and flavored water sold under the brand names Alkaline88® and A88™, respectively. 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. The Company recently announced a broad line of CBD infused products, which include ingestibles and topical products. For its ingestibles line, the A88™ Infused Beverage Division Inc. produces CBD infused drinks, beverage shots, tinctures, capsules, and powder packs. For its topicals line, A88™ Infused Products Inc. produces salves, balms, lotions, essential oils, and bath-salt all made with lab-tested full-spectrum hemp. The Alkaline Water Company Inc. is currently pursuing a national multi-channel, mass-market expansion strategy with a direct-to-warehouse model and co-packaging facilities that are strategically located 600 miles within 95% of the U.S. population. Founded in 2012, the Company is headquartered in Scottsdale, Arizona. To learn more about The Alkaline Water Company, please visit [www.thealkalinewaterco.com](http://www.thealkalinewaterco.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 the Company has positioned its flagship brand, Alkaline88®, to potentially be available in roughly 10% of the c-store market; that the Company expects to make continued inroads in the c-store markets and offer its customers the most innovative and in-demand products; and the Company’s major strategic priorities of gaining share in the c-store space.

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, including products containing hemp/CBD; the fact that consumers may not embrace and purchase any of the Company's CBD-infused products; the fact that the Company may not be permitted by the FDA or other regulatory authority to market or sell any of its CBD-infused 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](http://www.sec.gov), and on the SEDAR, available at [www.sedar.com](http://www.sedar.com).

The Company intends to comply in full with all federal, state, and local laws, rules and regulations as the Company develops its CBD-infused ingestible products. The Company will not pursue the commercial production or sale of CBD-infused ingestible products until legally permitted. The Company is closely watching and responding to all regulatory developments within the FDA and in each individual U.S. state, and plans to launch its CBD infused ingestible products accordingly.

### **The Alkaline Water Company Inc.**

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Source: The Alkaline Water Company Inc.