

April 28, 2020



# The Alkaline Water Company Receives Significant Orders for Eco-Friendly Aluminum Bottles and Increases Production to Service Demand

Delivers 300,000 aluminum bottles of Alkaline88® in 500ml sustainable single-serve packaging to the California and Texas markets.

SCOTTSDALE, Ariz., April 28, 2020 (GLOBE NEWSWIRE) -- The Alkaline Water Company Inc. (NASDAQ and TSXV: WTER) (the "Company"), a producer of bottled alkaline water, flavored-infused waters, and CBD infused products sold under the brand names Alkaline88®, A88 Infused™, and A88CBD™, respectively. The Company announces today that it has delivered approximately 300,000 eco-friendly aluminum bottles to the California and Texas markets.

"We are pleased to announce that Alkaline88® received its largest order to date for its new 500-ml environmentally friendly aluminum bottles. We delivered approximately 300,000 bottles to two regional customers located in the California and Texas markets. Since our launch in February, we have seen a keen interest in this innovative and truly sustainable offering. While still early in the cycle, we see backlog building for this product that is being well received by our consumers. In addition, we are seeing retailers increase shelf space for eco-friendly merchandise as consumer demand for sustainable packaging options continues to grow. As such, our brand extension to aluminum bottles has been very timely. As a Company, we are strong advocates of a renewable future and remain committed to providing smarter and innovative packaging solutions for the environmentally-conscious consumer.

"Our family of brands, Alkaline88®, A88 Infused™, and A88CBD Infused™, include a growing portfolio of products that are in-demand and resonate with consumers. By leveraging our existing distribution network, our channel relationships, and now a growing online presence, we are well-positioned to take advantage of a tremendous opportunity ahead of us," stated Richard Wright, President and CEO of The Alkaline Water Company.

Further to the Company's press release of April 14, 2020, Nasdaq has given the extraordinary market conditions, determined to toll the compliance periods for bid price requirements through June 30, 2020. Accordingly, the Company will now have until December 21, 2020 to regain compliance with the \$1 closing bid price requirement under the NASDAQ Listing Rule 5550(a)(2).

## About The Alkaline Water Company Inc.

The Alkaline Water Company Inc. (NASDAQ and TSXV: WTER) is a producer of bottled alkaline water, flavored-infused waters, and CBD infused products sold under the brand

names Alkaline88<sup>®</sup>, A88 Infused<sup>™</sup>, and A88CBD<sup>™</sup>, respectively. With its innovative, state-of-the-art proprietary electrolysis process, Alkaline88<sup>®</sup> 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<sup>™</sup> Infused Beverage Division Inc. intends to produce CBD infused drinks, beverage shots, tinctures, capsules, and powder packs. For its topicals line, the A88<sup>™</sup> Infused Products Inc. produces salves, balms, lotions, essential oils, and bath-salt all made with lab-tested full-spectrum hemp. To purchase A88CBD<sup>™</sup> products online, visit us at [www.A88CBD.com](http://www.A88CBD.com).

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.

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.

### **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 by leveraging the Company’s existing distribution network, the Company’s channel relationships, and now a growing online presence, the Company is well-positioned to take advantage of a tremendous opportunity ahead of the Company.

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-packaging facilities can be maintained or increased; that the Company will receive all necessary regulatory approvals for the production and sale of CBD-infused products; 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 Alkaline Water Company Inc.**

Richard A. Wright  
President and CEO  
800-923-1910  
[investors@thealkalinewaterco.com](mailto:investors@thealkalinewaterco.com)

### **Media**

Jessica Starman  
888-461-2233  
[jessica@elev8newmedia.com](mailto:jessica@elev8newmedia.com)

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.



Source: The Alkaline Water Company Inc.