

July 23, 2013



Alkaline Water Co. Announces Launch of Flagship Product, Alkaline84, Into So. California Marketplace

SCOTTSDALE, AZ -- (Marketwired) -- 07/23/13 -- *The Alkaline Water Company Inc.* (OTCBB: WTER) ("Alkaline" or the "Company"), developers of an innovative, state of the art, proprietary electrolysis process that creates healthy alkaline water for a balanced lifestyle, is pleased to announce the successful launch of its flagship product, Alkaline84, into the Southern California marketplace. The announcement signals the commencement of the company's 2013 major markets national expansion program.

Alkaline84, a pH balanced bottled alkaline drinking water that contains over 84 trace minerals, is now available for purchase at a number of retail outlets including; Bristol Farms Market (15 locations) and Barons Market, with 4 locations servicing San Diego County. In addition, the product is currently available at over 100 convenience stores throughout the greater Los Angeles area, including prime locations in Beverly Hills, Santa Monica, and Hollywood. The national expansion program targets public awareness and mass market distribution aimed at introducing consumers to the benefits of bulk purchasing Alkaline84 in conveniently packaged three liter and one gallon sizes.

Industry pioneer and President of The Alkaline Water Company, Steven Nickolas, commented on today's announcement stating, "I am very excited to begin distribution of Alkaline84 in the Southern California market. My goal is to continue to rapidly expand our product availability and dramatically increase our brand recognition as a healthy beverage alternative to consumers nationwide."

Additional details of the Company's business, finances, appointments and agreements can be found as part of the Company's continuous public disclosure as a reporting issuer with the Securities and Exchange Commission ("SEC") available at www.sec.gov. For more information, visit our website at www.thealkalinewaterco.com.

The Alkaline Water Company Inc. (OTCBB: WTER)

The Alkaline Water Company Inc. has developed an innovative, state of the art, proprietary electrolysis process that creates healthy alkaline water for a balanced lifestyle. The company is focused on the business of distributing, marketing and selling bottled alkaline water in bulk for retail sale via our flagship product, Alkaline84. The company was incorporated in 2011 and is headquartered in Scottsdale, Arizona. 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 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 statement about the goal of the

Company's President to continue to rapidly expand the Company's product availability and dramatically increase the Company's brand recognition as a healthy beverage alternative to consumers nationwide. 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 we 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 news 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. Although we believe that any beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that any such beliefs, plans, expectations or 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.

On Behalf of the Board,

Steven P. Nickolas
President,
The Alkaline Water Company Inc.

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Contact:
WTER Investor Relations
Richard Haag
Phone: +1.480.656.2429
Email: investors@thealkalinewaterco.com
Website: www.thealkalinewaterco.com

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