

July 30, 2013



Alkaline Water Co. Secures Distribution for Alkaline84 in Las Vegas

SCOTTSDALE, AZ -- (Marketwired) -- 07/30/13 -- **The Alkaline Water Company Inc.** (OTCBB: WTER) ("Alkaline" or the "Company"), developers of an innovative, state of the art, proprietary electrolysis process that produces healthy alkaline water for a balanced lifestyle, is pleased to announce it has secured distribution into the most productive consumer marketplace in Nevada with the Las Vegas Beer and Beverage Company.

The announcement signals the initial market penetration of the Company's flagship product, Alkaline84, into the Las Vegas area and furthers plans for expanded brand awareness across the entire southwest region.

The family owned and operated Las Vegas Beer and Beverage Company (www.lvbeverage.net) was founded in 2010 and provides excellent quality distribution services in the state of Nevada. The business also actively manages the importation and distribution of Castello Premium Italian Lager Beers throughout the United States.

Alkaline Water Co. President, Steven Nickolas, comments, "I'm thrilled to see such rapid penetration into key markets. It's very gratifying that our expansion plans for Alkaline84 are already producing excellent strategic results. Entering a dynamic market such as Las Vegas offers tremendous opportunity to raise consumer awareness regarding the availability of healthier beverage alternatives. I believe that making long term changes to diet starts with what's on the shelves in our local grocery stores. Our product gives consumers a cost effective option to increase their positive daily lifestyle choices-by starting with improved hydration. I look forward to continued success in driving the market availability of Alkaline84 in the coming weeks and months ahead."

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 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-effectively bulk packaged Alkaline84 branded beverage products.

About Alkaline84

Alkaline84 is a pH balanced, bottled alkaline drinking water enhanced with 84 trace minerals and electrolytes. The product offers consumers the unique opportunity to purchase alkaline water in conveniently packaged three liter and one gallon sizes. Alkaline84 is currently in the midst of a national mass markets expansion program and is already available for consumer sales at a number of major retail locations across the southwestern 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 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 Company's plans for expanded brand awareness across the entire southwest region and the Company's belief that there will be continued success in driving the market availability of Alkaline84 in the coming weeks and months ahead. 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.

Contact:

WTER Investor Relations

Richard Haag

Phone: +1.480.656.2429

Email: investors@thealkalinewaterco.com

Website: www.thealkalinewaterco.com

Source: The Alkaline Water Company, Inc.