

August 6, 2013



Alkaline Water Co. Enjoys Valued Participation at National Retail Marketing Trade Show

SCOTTSDALE, AZ -- (Marketwired) -- 08/06/13 -- ***The Alkaline Water Company Inc.*** (OTCBB: WTER) ("Alkaline" or the "Company"), developers of an innovative, state of the art, proprietary electrolysis beverage process packaged and branded as Alkaline84, a premier alkaline drinking water for balanced lifestyles, is pleased to advise of its recent and valued participation at the ECRM® sponsored Snack, Beverage & Grocery National Retail Marketing Trade Show July 29-31, in Scottsdale, Arizona.

This premier trade event connects beverage industry insiders from across all retail channels in the United States. During the three day event, the Company participated in a demanding schedule of private, one-on-one sessions to present its flagship product, Alkaline84. The Company was very pleased by the near unanimously positive response from this knowledgeable and influential audience of food and beverage buyers from across the nation. As a result, the Alkaline Water Co. sales team is working diligently to close all pending and potential orders from this significant sales pipeline.

Efficient Collaborative Retail Marketing (ECRM®) is known for strategic events and promotional tracking and analysis in the Consumer Packaged Goods (CPG) industry. Since its founding in 1994, ECRM (www.marketgate.com) has been focused on helping buyers, and manufacturers improve sales, reduce expenses, and go to market faster and more efficiently.

Steven Nickolas, President and CEO of the Alkaline Water Company, states, "This event offered a great opportunity to introduce Alkaline84 to a number of major retail partners. Our presentations were extremely well received, which we believe will help us to quickly grow our network and accelerate our ability to expand our national distribution strategy."

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 that contains over 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 belief that the Company's presentations at Snack, Beverage & Grocery National Retail Marketing Trade Show will help to quickly grow its network and accelerate its ability to expand its national distribution strategy. 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.