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Alkaline Water Co.'s Alkaline88® Initiates Distribution with Another Top 75 Retailer, Bozzuto's Inc.

Northeast Expansion Accelerates as FY 2018 Finishes Strong

SCOTTSDALE, Ariz., March 28, 2018 (GLOBE NEWSWIRE) -- **The Alkaline Water Company Inc.** (OTCQB:WTER), with products bottled under the trademark Alkaline88®, (the "Company") is pleased to announce that Bozzuto's Inc., headquartered in Cheshire, Connecticut, is now selling Alkaline88® water in the 1-gallon and 1-liter sizes.

The Company is the creator of an innovative, state-of-the-art, proprietary electrolysis beverage process. The Company packages and sells its alkaline water in 1-gallon, 3-liter, 1.5-liter, 1-liter, 700ml and 500ml sizes to over 34,000 retail locations in all 50 states.

"Thanks to the outstanding work of our sales team, our Northeast expansion is gaining significant traction. Bozzuto's is one of many top 75 retailers that we expect to add to our growing distribution network, which already includes over 45 of these premier operators. We expect to be on the shelves of Bozzuto's retail customers in the first quarter fiscal 2019," stated Richard A. Wright, President and CEO of The Alkaline Water Company Inc.

"Bozzuto's Inc. is ranked # 52 in the recently released *SuperMarket News Top 75 Retailers and Wholesalers 2018*. It is a leading total service distributor of food and beverage, servicing retail stores across New England, New York, New Jersey and Pennsylvania and will give us a major presence in the region," concluded Mr. Wright.

About Bozzuto's Inc.: Bozzuto's Inc. is a leading total service wholesale distributor of food and household products to retailers in New England, New York, New Jersey and Pennsylvania. Established in 1945, the company is headed by Chairman, President and CEO Michael A. Bozzuto. Based in Cheshire, Connecticut, Bozzuto's is a longtime active supporter of Special Olympics. Its objective is simple: to be the number one wholesaler of choice in the markets it serves. For more information, please visit <https://www.bozzutos.com/>.

The Alkaline Water Company Inc. (OTCQB:WTER) 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 for retail sale of its cost-effectively packaged Alkaline88® water beverage products.

Visit: www.thealkalinewaterco.com.

About Alkaline Water Products

Alkaline88®'s premier alkaline water is an 8.8 pH balanced bottled alkaline drinking water enhanced with trace minerals and electrolytes. The product offers consumers the unique

opportunity to purchase alkaline water in conveniently packaged 500ml, 700ml, and 1-liter, 1.5-liter, 3-liter and 1-gallon sizes. The Alkaline Water Company Inc. is currently in the midst of a national mass-market expansion program, where the product is already available for consumer sales at a growing number of major retail locations across many parts of the 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. 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.

The Alkaline Water Company Inc.

WTER Investor Relations
IRTH Communications
Robert Haag
Managing Partner
800-923-1910
investors@thealkalinewaterco.com



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