

August 8, 2018

Alkaline88

The Alkaline Water Company Inc. (WTER) added to the LD Micro Index (LDMi)

SCOTTSDALE, Ariz., Aug. 08, 2018 (GLOBE NEWSWIRE) -- **The Alkaline Water Company Inc.** (TSXV:WTER) (OTCQB:WTER) (the "Company"), with products bottled under the trademark Alkaline88[®], is pleased to announce that as of August 2, 2018, it has been added to the LD Micro Index (LDMi), the largest micro-cap Index in the U.S. and Canada.



“It is an honor that LD Micro has recognized the Company’s growing presence in the micro-cap space. We have a phenomenal growth story with a five year compounded annual growth rate of over 60%. We are proud to be part of the LD Micro Index and believe the Company represents a prime example of an underfollowed story that this index will bring to the investment community. Five years ago, we started as a thinly traded micro-cap. Today, the Company is listed on TSX Venture Exchange and is traded on the OTCQB. Our flagship product, Alkaline88[®] is now sold in over 40,000 retail locations nationwide and generated over \$19.8 million in sales during FY 2018. We expect to see continued sales growth throughout the remainder of FY 2019 with the addition of new national retailer customers. This has all been made possible by our great team, product, and access to some of the best capital markets in the world,” stated Richard A. Wright, President and CEO of The Alkaline Water Company Inc.

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, 700-milliliter and 500-milliliter sizes to over 40,000 retail locations in all 50 states.

About LD Micro:

The LD Micro Index is designed to give the most accurate representation of the intraday activity of microcap stocks in North America. It employs a mixture of screening for inclusion and manual exclusion where deemed appropriate. The index is market cap weighted and is comprised of approximately 1,014 stocks in the U.S. and Canada with market capitalizations between \$50 million and \$300 million. For more information, please visit: <https://www.ldmicro.com/the-index>

The Alkaline Water Company Inc (TSXV:WTER) (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 1-gallon, 3-liter, 1.5-liter, 1-liter, 700-milliliter and 500-milliliter 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 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: the Company believes that the Company represents a prime example of an underfollowed story that this index will bring to the investment community; and the Company expects to see continued sales growth throughout the remainder of FY 2019 with the addition of new national retailer customers. 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-packing facilities can be maintained or increased; 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 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; additional competitors selling alkaline water 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; that 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; 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; 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, and on the SEDAR, available at www.sedar.com.

The Alkaline Water Company Inc.

James Gilmore
Investor Relations
480-320-3570
investors@thealkalinewaterco.com

Richard Wright
President and CEO
480-656-2423
investors@thealkalinewaterco.com

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Source: The Alkaline Water Company Inc