

May 14, 2019



# The Alkaline Water Company Adds Over 1,100 New Convenience Stores

SCOTTSDALE, Ariz., May 14, 2019 (GLOBE NEWSWIRE) -- The Alkaline Water Company Inc. (NASDAQ and TSXV: WTER) (the "Company"), a leading producer of premium bottled alkaline drinking water sold under the brand name Alkaline88<sup>®</sup>, today announced that it added more than 1,100 new convenience stores in the first four weeks of launching with E.A. Berg. In January 2019, the Company formed an agreement with E.A. Berg to assist with expanding the retail presence of its flagship Alkaline88<sup>®</sup> premium bottled alkaline drinking water within the convenience store channel across several territories, including, Northern California, Southern California, and Houston, Austin, Dallas and San Antonio, in Texas. Customized vans prominently displaying the Alkaline88<sup>®</sup> logo cover more than 16,500 convenience stores in these areas.

To date, here is how the new stores breakdown so far:

- 544 stores in Texas
- 438 stores in California

To further assist the EA Berg convenience store initiative, the Company has seen good progress with other distributors like PITCO FOODS which is selling Alkaline88<sup>®</sup> to over 12,000 retail stores across Northern California and Reno, Nevada.

"We are thrilled about the traction that we are seeing in the convenience store channel. Since we started the van program, we have added more than 1,100 new stores that are currently stocking our core Alkaline88<sup>®</sup> products, including the 1-gallon, 3-liter, and 1-liter sizes," said Richard A. Wright, President and CEO of The Alkaline Water Company Inc. "As we begin to introduce our flavored and hemp-based products, we fully expect this new distribution platform to be a major avenue for our flavored and our Soothe brands," concluded Mr. Wright.

The Company intends to comply in full with all federal, state, and local laws, rules and regulations as the Company develops its hemp extract alkaline water and other product lines. The Company will not pursue the commercial production or sale of hemp extract-infused products until legally permitted. The Company is closely watching and responding to all regulatory developments within the FDA and in each individual U.S. state, and plans to launch its Soothe brand accordingly.

## About The Alkaline Water Company Inc.

The Alkaline Water Company Inc. (NASDAQ and TSXV: WTER) is a leading producer of premium bottled alkaline drinking water sold under the brand name Alkaline88<sup>®</sup>. With its innovative, state-of-the-art proprietary electrolysis process, the Company produces healthy, all-natural and great-tasting alkaline water for a balanced lifestyle. Founded in 2012, the

Company is headquartered in Scottsdale, Arizona, and focuses on national distribution and marketing for retail sale of Alkaline88<sup>®</sup>, one of the fastest-growing premium bottled water brands on the market. To learn more about The Alkaline Water Company, please visit [www.thealkalinewaterco.com](http://www.thealkalinewaterco.com) or connect on Facebook, Twitter, Instagram or LinkedIn.

### **About Alkaline Water Products**

Alkaline88<sup>®</sup> is a premier 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 500-milliliter, 700-milliliter, 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](http://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: that as the Company begins to introduce its flavored and hemp-based products, the Company fully expects this new distribution platform to be a major avenue for its flavored and its Soothe brands.

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 the Company will receive all necessary regulatory approvals for the production and sale of hemp-infused water; 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 be an expansion into new e-commerce, home delivery, convenience, and healthy food channels; 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 or any other products, including products containing hemp; the fact that consumers may not embrace and purchase any of the Company’s infused water products; the fact that the Company may not be permitted by the FDA or other regulatory authority to market or sell any of its hemp-infused products; additional competitors selling alkaline water and enhanced water products 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; the 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 and the fact that consumers may not embrace enhanced water products as expected or at all; 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; and 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](http://www.sec.gov), and on the SEDAR, available at [www.sedar.com](http://www.sedar.com).

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Source: The Alkaline Water Company Inc.