

March 7, 2019



Alkaline Water Company Partners with International Flavor House The Ungerer Company

SCOTTSDALE, Ariz., March 07, 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®, today announced that it will be working with the international flavor house The Ungerer Company ("Ungerer"), on all products being developed by its A88 Infused Beverage Division Inc. ("A88 Infused").

"We are thrilled be working with Ungerer. They bring over 125 years of experience and expertise to A88 Infused. Ungerer possesses the ability to produce 100% natural and organic flavorings. Ungerer's all-natural formulations have given our new Alkaline88® flavored waters the perfect zero calorie infused taste demanded by our consumers," stated Richard A. Wright, President and CEO of The Alkaline Water Company. "Since the passage of the 2018 Farm Bill, Ungerer has taken their skills to another level and solved the impossible; they have created a great tasting flavoring to use in our hemp-extract water. This product is low in calories, high in all-natural flavors, and does not have a 'hemp' after-taste," concluded Mr. Wright.

"We are very proud of what we have been able to accomplish for A88 Infused with our cutting-edge flavor technology. Working with a national beverage company like A88 Infused gives us added incentive to exceed expectations. We feel that we both have a significant head start in taste and flavor profiles compared to what other companies are using in their Hemp beverages. Our partnership with A88 Infused provided a platform for us to develop natural and delicious flavorings that can be used in hemp-infused beverages," stated Kenneth Voorhees (III), Director of Ungerer.

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 production or sale of hemp extract-infused products until legally permitted.

About The Ungerer Company

One hundred twenty-five years after its inception, Ungerer remains a family-owned business. True to their founding principles, leadership has passed from one generation to the next. More than a family name ties these generations together. Rather, it has been a lifelong devotion to the art, science and emotion of essential oils and their flavor and fragrance formulations. This devotion was instilled at birth and nurtured over the years. The common bond among generations of the Ungerer family has also distinguished each family member with the company growing and evolving under the unique and personal touches of each

president. Ungerer remains dedicated to the principles of its founders: creativity, quick response, strict quality assurance and sensitivity to the needs of each client. For more information visit <http://www.ungererandcompany.com/>.

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[®]. 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[®], 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 or connect on Facebook, Twitter, Instagram or LinkedIn.

About Alkaline Water Products

Alkaline88[®] 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.

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 Working with a national beverage company like A88 Infused gives Ungerer added incentive to exceed expectations.

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 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; 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 and the fact 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, and on the SEDAR, available at www.sedar.com.

The Alkaline Water Company Inc.

James Gilmore
Investor Relations
480-656-2423
james@alkaline88.com

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

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Source: The Alkaline Water Company Inc.