

February 6, 2018



Alkaline Water Company Now Available in 1.5-Liter and 1-Liter 6-Packs in Response to Strong Customer Demand

Roll-Out Begins Immediately

SCOTTSDALE, Ariz., Feb. 06, 2018 (GLOBE NEWSWIRE) -- **The Alkaline Water Company Inc.** (OTCQB:WTER), with products bottled under the trademark Alkaline88® (the "Company"), is pleased to announce that Alkaline88® will now be available at select retailers in a 1.5-liter bottle and a 1-liter 6-pack.

The Company is the creator of an innovative, state-of-the-art, proprietary electrolysis beverage process. The Company currently packages and sells its alkaline water in 1-gallon, 3-liter, 1-liter 6-pack, 1.5-liter, 1-liter, 700ml and 500ml sizes to over 34,000 retail locations in all 50 states.

"Alkaline88's 1-gallon and 3-liter bottles are the #1 selling bulk alkaline water brand in the USA. Our retailers encouraged us to develop additional multi-serving SKUs for their Alkaline88® customers. Market data shows that the public has a preference for a 1.5-liter bottle and 6-packs. We feel both these new Alkaline88® 1.5-liter and 1-liter 6-pack SKUs address existing consumer demand and should significantly increase our sales in FY 2019," stated Richard A. Wright, President and CEO of The Alkaline Water Company Inc.

"We continue to listen to our customers and retailers and will add additional products and packaging as the market demands. We are off to a great start in calendar 2018 and seeing the 1.5-liter and 1-liter 6-packs roll off our bottling lines only adds to the anticipation of a great fiscal 2019," concluded Mr. Wright.

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 1-gallon, 3-liter, 1-liter 6-pack, 1.5-liter, 1-liter, 700ml and 500ml 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. These statements include **that both these SKU's should significantly increase our sales in FY 2019.**

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.

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Source: The Alkaline Water Company Inc