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Alkaline Water Co. Adds Another Top 75 Retailer

Rouses Markets Is Now Selling Four SKUs of Alkaline88®

SCOTTSDALE, Ariz., March 07, 2018 (GLOBE NEWSWIRE) -- **The Alkaline Water Company Inc.** (OTCQB:WTER), with products bottled under the trademark Alkaline88® (the "Company") is pleased to announce that Rouses Markets, headquartered in Thibodaux, Louisiana, is now selling Alkaline88® water in the 1-gallon, 3-liter, 1-liter, and 700ml sizes.



The Alkaline Water Company

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-liter, 1.5-liter, 700ml and 500ml sizes to over 34,000 retail locations in all 50 states.

“With the addition of Rouses Markets, we are now in 45 of the ‘Top 75’ US and Canadian grocery retailers. With meetings already scheduled at many of the remaining top 75 companies and following the 55 percent revenue advance we recorded for the first nine months of fiscal 2018, we expect 2018 to be another record growth year for the Company,” stated Richard A. Wright, President and CEO of The Alkaline Water Company Inc.

“Rouses Markets has been nationally recognized by Bon Appetit, Epicurious, AOL, Business Insider and The Daily Mail as one of the best grocery stores in the country. We are grateful for the opportunity to have four SKUs of Alkaline88® available to their loyal customers,” concluded Mr. Wright.

About Rouses Markets:

Rouses Markets was founded in 1960 by Anthony J. Rouse, Sr. It is listed as the 7²^d largest grocery chain in the Supermarket News' **2017 Top 75 U.S. & Canadian Food Retailers & Wholesalers**. The family-owned company has 6,400 employees in 55 stores: 47 in Louisiana, three on the Mississippi Gulf Coast and five in Lower Alabama. Donny Rouse, the current CEO, is the third generation to run the company. For more information, please visit <https://www.rouses.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, 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.

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A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/50e2a153-74e8-4955-bccf-d4f523adc9c6>



Source: The Alkaline Water Company Inc