

April 5, 2018



Alkaline Water Co. Finishes Fiscal Year 2018 with Record \$2,500,000 March

Company's Record Fourth Quarter Sales Exceed \$6,000,000

SCOTTSDALE, Ariz., April 05, 2018 (GLOBE NEWSWIRE) -- **The Alkaline Water Company Inc.** (the "Company") (OTCQB:WTER), with products bottled under the trademark Alkaline88[®], is pleased to announce record quarterly and monthly sales were achieved in their fourth quarter for the fiscal year ending March 31, 2018. Fourth quarter sales exceeded \$6,000,000, and sales for the month of March 2018 topped \$2,500,000.

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.

"For the fourth straight year, the Company continues to grow at over 50% per year. Our valued retail partners and the acceptance by their customers continues to make Alkaline88[®] the #1 selling bulk alkaline water in the country. We expect this momentum to carry over into our first quarter for fiscal 2019," stated Richard A. Wright, President and CEO of The Alkaline Water Company Inc. "The recent addition of significant new national retail accounts makes me optimistic that the Company will experience record growth throughout all of FY 2019. I want to thank all of our current customers, brokers, distributors, dedicated employees and shareholders for making this possible," 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[®] 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 press release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. This includes, "We expect this momentum to carry over into our first quarter for fiscal 2019" and "The recent addition of significant new national retail accounts makes me optimistic that the Company will experience record growth throughout all of 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.

WTER Investor Relations

IRTH Communications

Robert Haag

Managing Partner

800-923-1910

investors@thealkalinewaterco.com



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