

June 19, 2018



## The Alkaline Water Company Inc. Adds New Co-packer in Southern California to Meet Consumer Demand

### Alkaline88® is now the 12th Best-Selling Water in Southern California

SCOTTSDALE, Ariz., June 19, 2018 (GLOBE NEWSWIRE) -- The Alkaline Water Company Inc. (TSXV:WTER) (OTCQB:WTER) (the "Company"), with products bottled under the trademark Alkaline88®, is pleased to announce it has recently entered into a new co-packing agreement with Commerce, California-based Chameleon Beverage Company, Inc. ("Chameleon Beverage"). Production is scheduled to begin in July.



The Alkaline Water Company Inc.

The Company is the creator of an innovative, state-of-the-art, proprietary electrolysis beverage process. The Company packages and sells its Alkaline88®, 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.

“Our growth and need for increased production in Southern California continues to exceed our own expectations. According to Nielsen data, Alkaline88® is now the 12<sup>th</sup> best-selling still-water brand in the region. We are very pleased to have partnered with Chameleon Beverage to help us meet this demand. Chameleon Beverage has an excellent reputation and has agreed to establish a dedicated production line for Alkaline88®. Our highest capacity electrolysis equipment ever is going to be installed to support this new line. Once fully operational, Chameleon Beverage will be able to produce up to \$20,000,000 of wholesale production a year. The combined production capacity of our six co-packing facilities now totals over \$100 million per year. Our recent capital infusion has made this move possible,” commented Richard A. Wright, President and CEO of The Alkaline Water Company Inc. “Our growth shows no sign of abating and appears to be accelerating not

only in Southern California, but nationally as well. We will continue to add plants and capacity as our customers demand and look forward to utilizing the increased production capacity as we continue to work towards our FY 2019 sales goal of \$40,000,000," concluded Mr. Wright.

Owner and President of Chameleon Beverage Company, Inc., Derek Reineman, is pleased to announce its production partnership with The Alkaline Water Company Inc., "We see great opportunity in the value-added water segment and feel that The Alkaline Water Company Inc. has the vision, product and management team to expand its market share significantly. We look forward to working with the Alkaline88<sup>®</sup> team and supporting their growth in the Southern California market."

**The Alkaline Water Company Inc.** (TSXV and 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<sup>®</sup> water beverage products. Visit: [www.thealkalinewaterco.com](http://www.thealkalinewaterco.com).

### **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).

**About Chameleon Beverage Company, Inc.** Chameleon Beverage Company operates a vertically integrated state of the art bottled water facility in Commerce, CA. It is able to offer in house label production, bottle making, filling and warehouse services in Commerce, CA.

### **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: (i) production using Chameleon Beverage is scheduled to begin in July; (ii) our highest capacity electrolysis equipment ever is going to be installed to support this new line; (iii) once fully operational, Chameleon Beverage will be able to produce up to \$20,000,000 of wholesale production a year; (iv) The combined production capacity of our six co-packing facilities now totals over \$100 million per year; (v) our growth shows no sign of abating and appears to be accelerating not only in Southern California, but nationally as well; (vi) we will continue to add plants and capacity as our customers demand; (vii) we look forward to utilizing the increased production capacity as we continue to work towards our FY 2019 sales goal of \$40,000,000; (viii) The Alkaline Water Company Inc. has the vision, product and

management team to expand its market share significantly; and (IX) Chameleon Beverage Company, Inc. looks forward to working with the Alkaline88<sup>®</sup> team and supporting their growth in the Southern California market.

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 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; 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; additional competitors selling alkaline water 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; 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; 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).

### **The Alkaline Water Company Inc.**

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A photo accompanying this announcement is available at:

<https://www.globenewswire.com/NewsRoom/AttachmentNg/0d57854d-4b6b-497d-8e43-c1a10a10ebc0>



Source: The Alkaline Water Company Inc