

June 26, 2018



Update on The Alkaline Water Company Inc.'s National Expansion Plans

SCOTTSDALE, Ariz., June 26, 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 new national retailers added as part of its strategic national expansion plans to accelerate growth through national accounts.



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.

“Since our founding in 2013, the Company has focused on large regional supermarket accounts located near our co-packing facilities. Now with six co-packing facilities online across the country, we have expanded our focus to include National Accounts. In the last 60 days, we’ve begun to sell in **Walmart, Kroger** and **Shopko** stores nationwide. We are delighted so far with Alkaline88’s[®] sell-through in these national retailers,” states Ricky Wright, CEO and President of the Company.

“I want to thank our employees and suppliers who have flawlessly managed the increased demand and the added complexities associated with rolling out to 6,500 new stores virtually overnight. The increased brand awareness created by this move should allow our sales force greater opportunities to add additional new regional, national and international retailers to our customer base. We are working on a number of large initiatives that we hope to announce in the coming weeks and months that will expand our brand beyond the supermarket retail channel. With our product now in virtually every town in America, our goal of Alkaline88[®] becoming a true national brand and the #1 selling alkaline water in the country is becoming a reality,” concludes Mr. Wright.

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[®] 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 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) the Company's strategic national expansion plans to accelerate growth through national accounts; (ii) that the increased brand awareness created by this move should allow our sales force greater opportunities to add additional new regional, national and international retailers to our customer base; (iii) that we are working on a number of large initiatives that we hope to announce in the coming weeks and months that will expand our brand beyond the supermarket retail channel; and (iv) with our product now in virtually every town in America, our goal of Alkaline88[®] becoming a true national brand and the #1 selling alkaline water in the country is becoming a reality.

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, and on the SEDAR, available at 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/a07823a6-a884-4a6f-af78-00d0f96b02e1>



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