



THE ALKALINE WATER COMPANY ENGAGES SRAX, INC.

SCOTTSDALE, Ariz. — August 14, 2020 — The Alkaline Water Company Inc. (NASDAQ and CSE: WTER) (the “Company”), is a producer of premium bottled alkaline water, flavored-infused waters, and CBD-infused products sold under the brand names Alkaline88®, A88 Infused™, and A88CBD™, respectively. Today, the Company announced it has entered into a platform account contract agreement (the “**Agreement**”) dated effective July 30, 2020 with SRAX, Inc. (“**SRAX**”), whereby the Company engaged SRAX to provide investor relations management services through its online platform (the “**Services**”) for the Company for an initial term beginning on August 3, 2020 and ending on November 3, 2020 (the “**Term**”), unless extended in accordance with the Agreement. In consideration of SRAX agreeing to provide the Services and enter into the Agreement, the Company agreed to pay a one-time annual platform access fee in the amount of \$40,000 plus pay for additional deliverables during the Term in the amount of \$115,000 for a total of \$155,000 with the consideration being paid by the issuance of 90,116 shares of common stock of the Company at a deemed price of \$1.72 per share, being the closing price of the Company’s stock on the Nasdaq Capital Market on August 14, 2020.

About The Alkaline Water Company

Founded in 2012, The Alkaline Water Company (NASDAQ and CSE: WTER) is headquartered in Scottsdale, Arizona. Its flagship product, Alkaline88®, is a leading premier alkaline water brand available in bulk and single-serve sizes along with eco-friendly aluminum packaging options. With its innovative, state-of-the-art proprietary electrolysis process, Alkaline88® delivers perfect 8.8 pH balanced alkaline drinking water with trace minerals and electrolytes and boasts our trademarked label ‘Clean Beverage.’ Quickly being recognized as a growing lifestyle brand, Alkaline88® launched A88 Infused™ in 2019 to meet consumer demand for flavor-infused products. A88 Infused™ flavored water is available in seven unique all-natural flavors, with new flavors coming soon. Additionally, in 2020, the Company launched A88 Infused Beverage Division Inc., which includes the Company’s CBD water and flavor-infused water. For the Company’s topical and ingestible offerings, A88 Infused Products Inc. includes the Company’s lab-tested full-spectrum hemp salves, balms, lotions, essential oils, and bath salts, along with broad-spectrum hemp beverage shots, powder packs, oil tinctures, capsules, and gummies.

To purchase A88CBD Infused™ products online, visit us at www.A88CBD.com. To learn more about The Alkaline Water Company, please visit www.thealkalinewaterco.com or connect with us on Facebook, Twitter, Instagram, or LinkedIn.

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