

American Premium Water Corporation (OTC: HIPH) Increases Retail Distribution, Explores Product Line Expansion and Cannabis Initiatives

Playa Vista, CA., (October 20, 2016) – (American Premium Water Corporation; OTC: HIPH), a producer of high-quality bottled water, today announced an increase in its distribution area beyond its New York and New Jersey core, adding a chain of medium-sized retailers in southern Connecticut.

Meanwhile, in addition to increasing distribution on its signature product and conducting its exhaustive investigation of the cannabis and CBD market for like-minded venture partners and/or acquisitions, the Company is currently in negotiations with several yet unnamed entities which, according to CEO Zack Davis, will allow APWC to broaden its line to include the specialty water area. “The APWC brand is already associated with health and high-quality water,” said Davis, “and we see significant value to be unlocked in the specialty and infused water arenas. I can’t yet reveal the content of what our infused version will, but we believe it will really set us apart in the space. I will say we’re extremely excited about the near future of APWC—and by extension, the bottled water business in general.”

For more information on American Premium Water Corporation symbol HIPH

Please see the full line up of high pH waters can be found and purchased at: <http://www.americanpremiumwater.com>

Safe Harbor Notice

Certain statements contained herein are “forward-looking statements” (as defined in the Private Securities Litigation Reform Act of 1995). American Premium Water Corporation cautions that statements made in this news release constitute forward-looking statements and makes no guarantee of future performance. Forward-looking statements are based on estimates and opinions of management at the time statements are made. These statements may address issues that involve significant risks, uncertainties, estimates and assumptions made by management. Actual results could differ materially from current projections or implied results. American Premium Water Corporation undertakes no obligation to revise these statements following the date of this news release. Additional details of the Company's business can be found in its public disclosures as a reporting issuer under the Securities Exchange Act of 1934 filed with the Securities and Exchange Commission's ("SEC") EDGAR database.

This press release is issued on behalf of the Board of Directors by Zack Davis, CEO.

Disclaimer Regarding Forward Looking Statements

Certain statements in this press release, on American Premium Water Corporation's ("APWC") website and other oral and written statements made by APWC from time to time are "forward-looking statements", as that term is defined in Section 27A of the United States Securities and Exchange Act of 1933, as amended, and Section 21E of the United States Securities and Exchange Act of 1934, as amended. Forward-looking statements include, without limitation, statements regarding beliefs, objectives, intentions, goals, plans, strategies, financial projections, any other statements regarding the future and any statements that are not purely historical. These statements are only predictions and involve known and unknown risks, uncertainties, and other factors that may cause our actual results to differ materially from those expressed or implied by such forward-looking statements. Given these uncertainties, you should not place undue reliance on these forward-looking statements. **Forward-looking statements speak only as of the date on which they are made, and APWC expressly disclaims any obligation to update or revise any forward-looking statements to reflect events or circumstances after the date thereof.** All forward-looking statements, whether written or oral and whether made by or on behalf of the APWC, are expressly qualified by these cautionary statements. Forward-looking statements involve risks and uncertainties which could cause actual results or outcomes to differ materially from those expressed in the forward-looking statements. APWC's expectations, beliefs and projections are expressed in good faith and are believed by the APWC to have a reasonable basis, but there can be no assurance that management's expectations, beliefs or projections will result or be achieved or accomplished. A variety of factors, many of which are beyond APWC's control affect APWC's operations, performance, business strategy and results and could cause the actual results, performance or achievements of APWC to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements. For APWC, particular uncertainties arise, amongst others but not limited to and not in any order of importance, from (i) focusing on and allocating more resources on certain target markets (ii) the possibility to raise further equity and debt to fund future growth, (iii) changes in demand for APWC's products, (iv) performance issues with key suppliers, affiliates, agents, advisors or subcontractors, (v) changes in government changes in laws or regulations to which APWC or its suppliers are subject, including environmental laws and regulations relating to water or water sources and (vi) the inability to complete announced acquisitions, difficulty or unanticipated expenses in connection with integrating acquired businesses and the risk that anticipated synergies and opportunities as a result of acquisitions will not be realized or the risk that acquisitions do not perform as planned, including, for example, the risk that acquired businesses will not achieve revenue projections.

THIS NEWS RELEASE HAS BEEN PREPARED BY APWC'S MANAGEMENT, WHO TAKES FULL RESPONSIBILITY FOR ITS CONTENTS. NO SECURITIES REGULATORY AUTHORITY HAS APPROVED OR DISAPPROVED OF THE CONTENTS OF THIS NEWS RELEASE. THIS NEWS RELEASE SHALL NOT CONSTITUTE AN OFFER TO SELL OR THE SOLICITATION OF AN OFFER TO BUY NOR SHALL THERE BE ANY SALE OF THESE SECURITIES IN ANY JURISDICTION IN WHICH SUCH OFFER, SOLICITATION OR SALE WOULD BE UNLAWFUL PRIOR TO REGISTRATION OR QUALIFICATION UNDER THE SECURITIES LAWS OF ANY SUCH JURISDICTION.

Contact Information:

American Premium Water Corporation
12777 Jefferson Blvd. Suite 300
Playa Vista, CA 90066-7408
(888)-983-0054

Stock Symbol: HIPH

General Inquiries: info@americanpremiumwater.com

Investor Relations: ir@americanpremiumwater.com

Company Website: www.americanpremiumwater.com

Twitter: @americanpremium