

Ambient Water Identifies Significant Market Opportunity in Oil and Gas Exploration Industry

Company plans to implement proprietary atmospheric water generation systems for use in drilling and hydraulic-fracking operations

SPOKANE, WA – October 23, 2014 – Ambient Water (OTCQB: AWGI), a leading provider of atmospheric water generation systems for extracting water from humidity in the air, today announced its strategy of targeting the water-intensive oil and gas sector for implementation of large systems including the ‘Ambient Water 400’ and ‘Ambient Water 20K.’

Oil and gas exploration requires high volumes of fresh water, which has proven costly and inefficient to transport and retain, especially in certain regions. Hydraulic-fracking has also had a significant impact on local water supplies, compounded by the drought conditions that many areas around the country are facing. This challenge is especially present in the United States -- a study performed by the World Resources Institute (WRI) titled [Global Shale Gas Development: Water Availability & Business Risk](#), warns of the consequences surrounding water demand for drilling and fracking in areas around shale resources, as “26% of which are in areas with high and extremely high water stress.” WRI CEO Andrew Steel goes on to state, “energy development and responsible water management must go hand in hand.”

However, new technologies are becoming increasingly relied upon to provide alternative resources for clean water. In fact, [according to the Texas Oil and Gas Commission](#), the use of non-freshwater has become more popular over the past three years, jumping from 3% to 21%, an increase of over 300%. This trend is representative of the opportunity identified by Ambient Water for market penetration, as increased use and demand from oil and gas companies is expected to continue.

Last week, Ambient Water announced its plans to place the Ambient Water 400 at Applied Cryo Technologies’ Houston facility. The installation, designed as a field test to evaluate water produced and power consumed by the system, will yield results that will be used to position the technology for future use in other oil and gas applications. The Company is also seeking strategic partnerships in the space to further develop relationships with major oil and gas producers located in critical areas of the country who can best be served by cost-efficient freshwater production.

“Ambient Water is focused on continuing to identify specific markets that will benefit from clean, and in many cases, potable water generation technology,” said Keith White, Founder and CEO of Ambient Water. “The oil and gas sector, known for being extremely water-intensive, is a perfect example of this market opportunity. Once the Applied Cryo Technologies results become available, we fully expect to see increased demand for our industrial systems, reducing the cost of the drilling and hydro-fracking process, and improving sustainability through preservation of the existing water supply.”

An [article from Cleantechnica](#), a leading industry trade publication, chronicled the recent Applied Cryo installation, and cited the Ambient Water 20K – the Company’s largest commercial system – for its potential to “reduce the petroleum industry’s draw on municipal water supplies and enable more cost-effective and sustainable energy production.”

Ambient Water’s patented atmospheric water generation technology literally makes water out of thin air, transforming humidity into an abundant source of clean water near the point of use. With multiple systems already commercially available or in development, the Company’s technology is capable of producing clean and fresh water for a host of commercial industries including process water for hydraulic fracking in the oil and gas industry and agriculture, while also providing fresh drinking water for homes, offices, and communities.

A full list of features and specifications of the Ambient Water 400 can be found [here](#).

About Ambient Water, Corp. Ambient Water pioneered atmospheric water generation technology for extracting water from humidity in the air. Drawing from the renewable ocean of water vapor in the air that we breathe, the Company’s patented technology cost-effectively transforms humidity into an abundant source of clean water near the point of use. The scalable and modular systems can be configured for a number of water-sensitive applications ranging from oil and gas exploration to vertical farming. The systems can also be configured to produce high quality drinking water for homes, offices, and communities. For a thirsty planet on the verge of a water crisis, Ambient Water makes clean water out of thin air. To learn more about Ambient Water, visit our website at <http://www.AmbientWater.com>.

Safe Harbor Statement

Matters discussed in this press release contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. When used in this press release, the words "anticipate," "believe," "estimate," "may," "intend," "expect" and similar expressions identify such forward-looking statements. Actual results, performance or achievements could differ materially from those contemplated, expressed or implied by the forward-looking statements contained herein. These forward-looking statements are based largely on the expectations of the Company and are subject to a number of risks and uncertainties. These risks include, but are not limited to, risks and uncertainties associated with: the impact of economic, competitive and other factors affecting the Company and its operations, markets, products, and prospects for sales, failure to commercialize our technology, failure of technology to perform as expected, failure to earn profit or revenue, higher costs than expected, persistent operating losses, ownership dilution, inability to repay debt, failure of acquired businesses to perform as expected, the impact on the national and local economies resulting from terrorist actions, and U.S. actions subsequently and other factors detailed in reports filed by the Company.

Press Contact:

Matthew Bretzius
FischTank Marketing and PR
matt@FischTankPR.com