

## **Ambient Water Targets Market Opportunity in Medical Marijuana Growing Industry**

**Legal marijuana is the fastest-growing industry in the United States, but water-intensive practices have drained natural resources, leaving growers high and dry**

**SPOKANE, WA – March 10, 2015** – Ambient Water (OTCQB: AWGI), a leading provider of atmospheric water generation systems for extracting water from humidity in the air, today reported that it has targeted the emerging opportunity for its atmospheric water generation technology within the medical marijuana growing industry, a market that grew 74 percent last year. The company is offering its AW 400 commercial unit to growers, as a sustainable and independent source of water.

A report released in January found that the U.S. market for legal cannabis grew to \$2.7 billion in 2014, up from \$1.5 billion in 2013. The report goes on to say that the potential market could be worth almost \$11 billion by 2019, as 14 more states could legalize recreational marijuana while two additional states legalize it for medical use.

Of the \$2.7 billion in sales in 2014, nearly half (\$1.3 billion) came from California, a state that is currently water-strapped as it endures one of its worst droughts in recent history. The growing of marijuana [was once linked](#) to water scarcity issues in California, as pot plants have been said to [require anywhere from six to 15 gallons](#) of water per day – compared to nine gallons of water per day for corn. Simply put – marijuana growers need water, and there is less and less available [not just in California, but globally](#).

“The legalized marijuana industry has shown tremendous growth over the last year, and is poised to continue its trajectory as more and more states pass legislation. But like much of the agricultural industry, marijuana growth is also highly dependent on water, a resource that has become more precious as the United States battles scarcity issues,” said Keith White, Founder and CEO of Ambient Water. “Our atmospheric water generation technology fits perfectly into this market, as we are able to provide a sustainable and renewable source of water and complete climate control that can be installed on site and utilized during any part of the growing process. Recently, we have received an increasing number of inquiries from independent growers and greenhouse developers about using atmospheric water generation for marijuana growing operations.”

Even in areas where water is plentiful, like Colorado and Washington state, marijuana growers still face water issues as the U.S Bureau of Reclamation [said last year](#) that they could not use federal irrigation waters. As growers continue to await federal legislation on water usage within their state, they could solve their own problem by creating their own independent source of water – through atmospheric water generation. Ambient Water’s commercial units, [like the AW 400](#), can be installed permanently in one location or moved from point to point, allowing for a sustainable, portable water source.

“Even if the government allows growers to use federally supplied water, there will likely be restrictions, and combined with scarcity issues, growers will still face issues tending to their crop,” continued White. “Our technology removes all of the ‘what if’ involved for the growers.

They can rest easy knowing that their water supply is never in jeopardy and they can continue to produce their product without worry of interruption due to lack of resources.”

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 produces 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.

#### **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.

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