

Ambient Water Comments on the Impact of Weather on the Drought as States Look to Water Technologies as a Solution

Despite heavy rains in drought stricken areas, atmospheric water generation company encourages government and business officials to look past immediacy and consider water technology as a long term solution

SPOKANE, WA – November 11, 2015 – [Ambient Water](#) (OTCQB: AWGI), a leading provider of atmospheric water generation systems for extracting water from humidity in the air, today commented on the recent heavy rains in drought stricken areas of the Western U.S., with further details as to why dependency on natural weather occurrences to ease water scarcity is not ideal, and why government and business officials should consider water technology as a long term solution.

Over the past six to eight weeks, there has [been much discussion about the impending El Nino](#) and whether or not that will do anything to lessen the effects of the drought, both in the U.S. and globally. Texas [received up to 18 inches of rain](#) during the last week of October, just weeks after Hurricane Patricia dumped rain on the area, leaving State officials to say the summer's drought had been vanquished. California is also seeing puddles on the ground from El Nino, but most are already warning that the rains just simply won't be enough.

While the rains may bring some immediate relief in terms of days or weeks, it is the aquifers, scientists say, that are still a major problem. Ground water has been the hidden treasure that states like California have long relied on, but [it is becoming increasingly hard](#) for those underground vaults to refill. It can take years for surface water to make its way through soil down into the part of the ground that holds the moisture – up to [50 years for California's Central Valley aquifers to refill](#), while [some of the oldest and deepest aquifers may never refill at all](#). Add in the fact that California soil can be full of clay, which blocks the penetration, or dried out on top, which keeps water flowing, and it's easy to see how several inches of rain isn't as valuable to the long term drought solution as many expect.

“It can take years for rain water to make it through the ground and deep down into the soil, making the refilling process of these natural aquifers a long one. Many will see several inches of rain and some wet ground and think the drought is over, but unfortunately that's not the case. There might be some immediate relief but in the long run the same issues are still there,” said Keith White, CEO, Ambient Water. “The majority of California's water supply comes from ground water, and because the drought has been going on for years it could take years to fully recover and replenish itself, leaving much uncertainty to those in the region.”

The gap in replenishment provides a tremendous market opportunity for water technologies that can be implemented quickly and have a positive effect in the short term, but more importantly, over a longer duration of time. This opportunity is evidenced by a recent report that said [California leads the U.S. in venture capital investment into water companies](#), totaling \$97 million in 2014. Water-related technology patents are also on the rise within the State, with

137 registered in 2014. Clearly, the potential of water technologies to ease drought-related stresses is more palpable than ever.

“City officials and businesses don’t want to have to guess when the next rain will come, and whether or not it will help ease their issues. Instead, they are looking for innovative ways to increase the water supply outside of regular environmental and weather occurrences, so investment in water technologies is a natural fit,” continued White. “We already know conservation alone isn’t going to solve the problem. A few inches of rain aren’t enough either. An investment in water technologies, such as atmospheric water generation, can result in a measurable impact on water supplies and help lift the drought conditions that currently plague so many in the United States and across the globe.”

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 oil and gas exploration and farming, 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>.

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