

Ambient Water Retains NYC-based Marketing and PR Firm

Developer of atmospheric water generation systems hires FischTank Marketing and PR

SPOKANE, WA – September 23, 2014 – Ambient Water (OTC: AWGI), a leading provider of atmospheric water generation systems for extracting water from humidity in the air, today announced that the company has retained FischTank Marketing and PR, a NYC-based firm, to further develop and maintain messaging, conduct national media outreach, and advise on all marketing and communications functions.

The relationship was established to support the Company's recent rebrand, and as it develops a marketing strategy to gain position within industrial and commercial sectors, in addition to the residential and consumer-use applications. FischTank will seek to increase Ambient Water's overall exposure, develop and maintain external communications, and hone marketing strategies.

"As Ambient Water places systems into the marketplace, and develops and commercializes new ones, we felt it was imperative to establish a strong marketing and communications strategy," said Keith White, Founder and CEO of Ambient Water. "By retaining FischTank, a firm with a strong technology background and deep understanding of emerging markets, we have recognized and strengthened our ability to communicate with potential partners and clients, media outlets, and shareholders."

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>.

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:

Eric Fischgrund

FischTank Marketing and PR

Eric@FischTankPR.com