

Ambient Water Sees Market Opportunity As Vertical Farming Gains Popularity

As new indoor farms set to open around the country, the need for cost-efficient and potable fresh water will increase

SPOKANE, WA – December 2, 2014 – Ambient Water (OTC: AWGI), a leading provider of atmospheric water generation systems for extracting water from humidity in the air, today commented on the growing popularity of vertical farms, an environmentally friendly solution for food production in urban regions, and the market potential it represents for atmospheric water generation systems.

Vertical farming has increased in popularity over the last several years as populations continue to explode in urban areas throughout the world, which coupled with challenges created by droughts, is expected to result in food scarcities. According to a [2014 Forbes article](#), the World Resources Institute suggests the world population's caloric intake requirements will be at least 69% larger in 2050 than today. As the world's largest vertical farm is set to launch in New Buffalo, Michigan, the need for fresh water resources to feed significant and diverse plant life becomes an essential part of the business.

While water is expected to be both recycled and optimized in terms of consumption and loss, atmospheric water generation solutions have been highlighted for their potential to provide water to a large number of crops within a small space. This is ideal for vertical farming, which is frequently found in warehouses, high-rises, and other buildings found within urban settings. In fact, Green Spirit Farms (GSF) who is building the New Buffalo, Michigan-based farm, was recently [quoted in an article](#) highlighting savings of "98 per cent less water per item of produce than traditional farming, accomplished in part by scavenging water from the grow room's atmosphere with a dehumidifier," referencing a humidity harnessing process common in atmospheric water generation.

Ambient Water believes its atmospheric water generation systems, including the 'Ambient Water 400' and 'Ambient Water 20K' or variants thereof, represent a viable solution for vertical farming. In addition to providing fresh clean water, these systems can additionally be used to regulate the temperature and humidity levels of the growing environment, which is extremely important for maximum yield of these crops. By enabling a closed system environment, traditional problems with venting and inadvertent introduction of pests can be avoided, achieving higher levels of production while minimizing the use of pesticides. The systems would produce significant volumes of water that could be fed to plants on grow-racks throughout the building as well as capture and recycle the humidity produced by the transpiration of the growing plants.

"Vertical farming is a trend within sustainability that we believe will not only continue to increase, but expect will explode throughout the United States and the rest of the world," said Keith White, Founder and CEO of Ambient Water. "It is important to identify concepts such as this in order to feed and keep healthy the many urban regions that are already suffering from food scarcity issues. By providing fresh and often potable water on-site and at the point of

distribution for these farms, we can directly address water resource challenges, while vertical farm personnel continue to focus on bringing healthy food to the family dinner table.”

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.

A full list of features and specifications of the Ambient Water 400 and Ambient Water 20K 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.

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