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FOR IMMEDIATE RELEASE

Former Director of Operations Glaceau Vitamin Water Joins Skinny Nutritional Corp.

BALA CYNWYD, Pa.—March 6, 2008—[Skinny Nutritional Corp.](#) (OTC:BB SKNY.OB), the exclusive worldwide distributor of [Skinny Water](#)[®], announced today the addition of Cliff Oster as the company's Senior Operations Consultant. In his new role, Oster will be in charge of the product development, purchasing and production of [Skinny Water](#), the only zero-calorie, flavored water that suppresses your appetite.

Prior to joining [Skinny Nutritional Corp.](#), Oster served as Director of Operations for Glaceau Vitamin Water. During his tenure at Glaceau, Oster was responsible for all purchasing, co-packing management, and quality control, including insuring water quality and PET performance. He also assisted in writing and publishing the company's production manual and was responsible for identifying, operating, and managing production facility plants. Oster also produced the first seven Vitamin Waters in the US.

Oster began his career in 1990 as Purchasing Director at After the Fall. In this role, Oster ordered all packaging components, ingredients, flavors, and transportation services. In addition, he attended production runs nationwide. His efforts lead to significant reductions in costs of goods, which produced increased profits and sales. When After the Fall was sold in 1994, Oster continued in the Beverage Industry with two start-up companies: Blue Range and Journey Food and Beverages, which were both started by former After the Fall founders.

“Cliff has a 20-year track record of bringing leading enhanced beverages to market,” says Don McDonald, President and CEO of Skinny Nutritional Corp. “His expertise in beverage product development, purchasing, production, and quality controls will be invaluable to our management team as the company’s distribution network expands.”

Oster has a B.A. from Wagner College in New York City, New York and an M.A. from Brooklyn College in Brooklyn, New York.

“As the first Director of Operations for Glaceau, I played an important role in the success of building the start up, and bringing Vitamin Water to the consumer market,” says Cliff Oster, Director of Operations for Skinny Nutritional Corp. “I plan to do the same for Skinny Water. My mission is to produce a great-tasting beverage for the mass market that will help consumers achieve and maintain their personal weight goals.”

For more information about Skinny Nutritional Corp. or Skinny Water, please contact Jackie Zima at (610) 642-8253 x138, (215) 534-2973 (mobile) or write to Jackie@GregoryFCA.com.

ABOUT SKINNY NUTRITIONAL CORP.

Skinny Nutritional develops, acquires, and distributes lifestyle and consumer products that capitalize on emerging trends in the health and wellness industry. Headquartered in Bala Cynwyd, Pa., the company is the exclusive worldwide distributor of Skinny Water[®], a multi-functional, flavored water and appetite suppressant. Skinny Water[®] is the first flavored water in the market that contains two key ingredients, Super CitriMax[®] and ChromeMate[®], which have been clinically proven to aid in weight loss. Skinny Nutritional will also be launching Skinny Tea[®], Skinny Shakes[®], and other Skinny branded beverages in 2008. For more information, visit www.SkinnyWater.com.

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