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FOR IMMEDIATE RELEASE

**Skinny Nutritional Corp. Bottles the Energy and Passion of
Fitness Guru Pat Croce in Skinny Water® Hi-Energy**

Skinny Water Hi-Energy is the first, zero-calorie water that boosts energy, increases metabolism, and suppresses appetite

BALA CYNWYD, Pa.—May 6, 2008—All the energy and passion of [Pat Croce](#), Philadelphia's famous fitness guru and motivational icon, has just been bottled by [Skinny Nutritional Corp.](#) ([OTC BB: SKNY.OB](#)). Today, the company unveiled Croce's [Skinny Water®](#) Acai Grape Blueberry (Hi-Energy), the fifth flavor in the Skinny Water line. Croce's Skinny Water (Hi-Energy) packs a shot of energy into the only enhanced water with zero calories, zero sugar, zero sodium, and zero preservatives formulated to get your metabolism moving while curbing your appetite.

"I'm all about a healthy, high energy lifestyle, and taking action on your passion," says [Pat Croce](#). "People have been telling me all of my life to bottle my energy. Now, with Skinny Water Hi-Energy, I can inspire consumers to live a healthier lifestyle."

Skinny Water (Hi-Energy)'s active ingredient, Acai Berry, is a super anti-oxidant Brazilian fruit found growing on Amazonian palm trees. Acai Berry is high in essential amino acids, and is considered to offer the best nutritional value of any fruit.

Skinny Water Acai Grape Blueberry (Hi-Energy) also includes the following key ingredients.

- **Guarana:** energy from natural caffeine to stimulate and increase metabolism.
- **Ginseng:** combats fatigue and increases the ability to concentrate.
- **Vitamins B3, B6, B12:** offers carbohydrate, metabolism and energy production.
- **L-Carnatine:** converts fat into energy.

“If ever there was a drink to bottle the Pat Croce spirit, this is it,” says Don McDonald, President of Skinny Nutritional Corp. “Croce’s Skinny Water Hi-Energy is everything anyone needs to make it through a busy day. Whether you’re a student, soccer mom, or CEO, Croce’s Skinny Water Hi-Energy will curb your appetite, boost your metabolism, and give you the kick in the pants you need to get started, and keep your day moving.”

In addition to Skinny Water Acai Grape Blueberry (Hi-Energy), the Skinny Water lineup features four other original flavors, including Raspberry Pomegranate (Crave Control), Goji Fruit Punch (Shape), Passionfruit Lemonade (Total-V), and Peach Mango Mandarin (XXX-Detox). Every bottle of Skinny Water curbs appetite, and each flavor is formulated with antioxidants, multi-vitamins, and clinically proven ingredients to boost metabolism and control appetite.

All Skinny Waters have three key ingredients: Super CitriMax[®], ChromeMate[®], and EGCG. Super CitriMax is clinically proven to suppress appetite and improve weight loss by 350 percent, and includes calcium that promotes fat burning and bone density, and potassium that maintains cellular hydration. ChromeMate[®] promotes normal energy metabolism and helps maintain healthy blood sugar levels. And EGCG, a green tea extract, helps keep metabolism moving.

Each 16.9-ounce bottle of Skinny Water will be available at a suggested retail price of \$1.49, and will hit store shelves this month. The company has positioned Skinny Water as a national brand, and is implementing a roll-out strategy designed to foster consumer awareness and brand development.

Enhanced water beverages are the fastest growing segment in the beverage industry, led by leaders such as [Coca-Cola Company \(NYSE:KO\)](#), [Pepsi \(NYSE:PEP\)](#), and [Cadbury Schweppes PLC \(NYSE:CSG\)](#).

For more information about Skinny Nutritional Corp. or Skinny Water, please contact Jackie Zima at 610-228-2138, 215-534-2973 (mobile), or write to Jackie@GregoryFCA.com. For hi-res images, please visit: <http://tinyurl.com/6cwvt2>.

ABOUT SKINNY NUTRITIONAL CORP.

Headquartered in Bala Cynwyd, Pa., Skinny Nutritional Corp. is the exclusive worldwide distributor of Skinny Water[®], a zero-calorie, zero sugar, zero sodium and zero preservative multi-functional water that helps aid in weight loss. Skinny Water comes in five great tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry Pomegranate, and Passionfruit Lemonade. Skinny Water[®] is the first functional water in the market that contains three key ingredients, Super CitriMax[®] and ChromeMate[®] and EGCG, a green tea extract, which have been clinically proven to help aid in weight loss. Skinny Nutritional Corp. will also be launching Skinny Tea[®], Skinny Shakes[®], Skinny Java[™] and other Skinny branded beverages. For more information, visit www.SkinnyWater.com.

ABOUT PAT CROCE

Pat Croce, known for his remarkable success as a physical therapist and pioneer in the sports medicine field and the resurrection of the Philadelphia 76ers as a NBA championship contender, has been defined as one of the most amazing stories in sports history. Through his business savvy, dynamic personality, and emphasis on customer service, Croce created Sports Physical Therapists, a sports medicine empire of 40 centers in 11 states, into a top-ten finalist for the prestigious Malcolm Baldrige National Quality Award. Following the sale of his company, Croce focused his entrepreneurial spirit and indestructible positive attitude on the purchase of the NBA's last place team, the Philadelphia 76ers in 1996. During his 5-year tenure as President, the team rose from worse to first in the NBA standings and broke franchise records in attendance, revenue, merchandise, and consecutive wins on the way to the NBA Championships against the Los Angeles Lakers in 2001. Croce next tackled television as a lively commentator on the *NBA on NBC*, a Tae Kwon Do commentator for the Summer Olympic Games 2004 in Greece (Croce is a 4th degree Black Belt), and during that same year hosted a nationally syndicated daily TV show *Pat Croce: Moving In* for Sony Pictures Television. His most recent role was as a panel judge on ABC's *American Inventor*. Croce continues to fill requests as a nationally-renowned motivational speaker, and is the author of the *New York Times* bestseller, *I Feel Great and You Will Too!*, the motivational tome *110%*, and the business book *Lead or Get Off the Pot!* For more information, join him at www.patcroce.com.

SAFE HARBOR STATEMENT

This news release contains forward-looking statements as defined by the Private Securities Litigation Reform Act of 1995. Forward-looking statements include statements concerning plans, objectives, goals, strategies, future events or performance and underlying assumptions and other statements, which are other than statements of historical facts. When used in this release, the words "believe," "anticipate," "think," "intend," "plan," "will be," "expect," and similar expressions identify such forward-looking statements. These statements are subject to uncertainties and risks including, but not limited to, risks set forth in documents filed by the Company from time to time with the Securities and Exchange Commission. All such forward-looking statements, whether written or oral, and whether made by, or on behalf of, the Company, are expressly qualified by these cautionary statements and any other cautionary statements which may accompany the forward-looking statements. In addition, the Company disclaims any obligation to update any forward-looking statements to reflect events or circumstances after the date hereof.

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