



April 08, 2008 10:53 AM Eastern Daylight Time

Former President and COO of Coca-Cola Philadelphia Teams Up with Skinny Nutritional Corp.

BALA CYNWYD, Pa.--([BUSINESS WIRE](#))--[Skinny Nutritional Corp.](#) (**OTCBB: SKNY-NEWS**), the exclusive worldwide marketer and distributor of [Skinny Water](#)®, today announced that Ron Wilson, former President and Chief Operating Officer of Coca-Cola Bottling Philadelphia, will serve on Skinny's Board of Advisors. Mr. Wilson will lend his expertise in developing and executing the company's strategic sales and distribution plans for Skinny Water.

Wilson worked in the soft drink industry for over 37 years. He began his career in 1969 at a PepsiCo Inc. (**NYSE: PEP**) owned plant in North Brunswick, New Jersey in various capacities of production, warehousing, vending delivery and route sales. By 1975, Wilson was promoted to Branch Manager of the Pepsi plant in Boston. He continued his career at Coca-Cola Bottling Company (**Nasdaq: COKE**), a subsidiary of Coca-Cola Company (**NYSE: KO**), in 1977 as a Financial Analyst for Coke New York. During the next seven years, Wilson took on positions within the Coca-Cola enterprise as a Division Manager in Connecticut, Vice President/General Manager for Coke New York's New England operation, Vice President/General Manager for the New Jersey Upstate New York division, and subsequently in 1985, Wilson became President and Chief Operating Officer for the Philadelphia, South Jersey and Delaware Valley region. He ran and operated the region until retirement in November 2006.

"I led one of the largest coke bottlers in the United States and the fourth largest minority owned business," says Wilson. "As a member of Skinny's Board of Advisors, I feel I can bring my expertise in the beverage industry to help them in areas such as marketing, organizational development and distribution. Skinny Water is a brand that I feel is very unique to the consumer and to beverage distributors, who are looking for the next big idea similar to Vitamin Water to add value to their business."

Don McDonald, President and CEO of Skinny Nutritional Corp. comments, "We are excited to have Ron on our team. His experience and expertise in brand-building and beverage distribution will be beneficial in the coming months as we expect to roll-out the new Skinny Water product line next month."

Wilson also has been involved in a number of associations during his tenure in the soft drink industry. He was formerly President of the Coca-Cola Bottlers' Association and a board member of The Dr. Pepper Bottlers' Association for many years. In addition, he has held a seat on the Coca-Cola Scholars Foundation. Mr. Wilson currently serves on numerous charitable and industry boards. He is the Vice Chairman for the Board of Overseers at Rutgers University, and is as an advisor to Rutgers School of Business in Camden.

Enhanced water beverages are the fastest growing segment in the beverage industry, led by industry leaders such as Coca-Cola Company (**NYSE: KO**), PepsiCo Inc. (**NYSE: PEP**), and Cadbury Schweppes plc (**NYSE: CSG**).

About Skinny Nutritional Corp.

Skinny Nutritional develops 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.

For more information, visit: <http://www.SkinnyWater.com>

Forward-Looking Statements

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.

Contacts

Skinny Nutritional Corp.
Don McDonald, 610-784-2000
Don@SkinnyCo.com

Investor Relations:
Corporate Evolutions Inc
Susan U, 516-482-0155
SusanU@CorporateEvolutions.com

Media:
Gregory FCA
Jackie Zima, 610-228-2138
Jackie@GregoryFCA.com