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FOR IMMEDIATE RELEASE

**Skinny Nutritional Corp. Launches All New Next-Generation
Zero-Calorie, Skinny Waters®**

Skinny Water is the first enhanced water that combines proprietary weight control formulations with vitamins, antioxidants, and energy functionality

BALA CYNWYD, Pa.—April 24, 2008—Millions of consumers are looking for more health benefits in their beverages, minus the calories and sugar that pack on the pounds. [Skinny Nutritional Corp.](#) (OTC:BB SKNY.OB) today introduced a healthy solution with its new line of multi-functional Skinny Waters that deliver a variety of health benefits consumers are looking for in their beverages: weight control, multi-vitamins, antioxidants, and energy boosters—all formulated with zero calories, zero sugar, zero sodium, and zero preservatives.

The new line of [Skinny Water](#)® will land on store shelves in May, and will include four great-tasting flavors:

- **Raspberry Pomegranate (Crave Control)** helps control cravings, aids in weight loss, and includes polyphenol-rich pomegranates, one of the most powerful antioxidants.

- **Passionfruit Lemonade (Total-V)** is a comprehensive multi-vitamin formula that includes the recommended Daily Value of 100 percent Vitamin B6 and B12, 100 percent Vitamin C, 25 percent Vitamin E and Vitamin A, and 50 percent Folic acid.
- **Goji Fruit Punch (Shape)** includes the key ingredient Goji berry, a fruit known for its nutrient richness and antioxidant qualities that has been used in Eastern medicine for over 6,000 years to promote longevity and stamina. Goji Fruit Punch includes D-Ribose for sustained energy, and Leucine and Valine to inhibit muscle breakdown and promote endurance.
- **Peach Mango Mandarin (XXX-Detox)** includes three antioxidants: Hesperidine, a citrus bio-flavonoid that strengthens immunity; Lutein, which assists with UV skin protection; and EGCG, a green tea catechin.

“Consumers are looking for added health benefits in their bottled water, including clinically tested weight control ingredients, multi-vitamins, energy boosters, and powerful antioxidants,” says Don McDonald, President and CEO of Skinny Nutritional Corp. “But they don’t want the calories that other enhanced drinks give them. Skinny Water is the next-generation multi-functional water that gives consumers a great tasting beverage without the sugar and calories. Plus it curbs your appetite and keeps your metabolism moving.

McDonald continues: “Our new lineup of Skinny Waters have been reviewed and tasted by a number of beverage distributors, and their response to the taste and ingredients has been overwhelmingly favorable. We already received strong interest from the beverage distributors at large who are looking for beverages like Skinny Water to add to their product portfolio.”

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. Super CitriMax 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 high.

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 May. 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.

For more information about Skinny Nutritional Corp. or free samples of Skinny Water, please contact Jackie Zima at 610-228-2138, 215-534-2973 (mobile), or write to

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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 four great tasting flavors that include 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.

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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