

Press Contact:

Jackie Zima
Account Supervisor
Gregory FCA
27 West Athens Avenue, Ste. 200
Ardmore, Pa. 19003
Main: 610-642-8253, ext. 138
Jackie@GregoryFCA.com

Company Contact:

Don McDonald
President and CEO
Skinny Nutritional Corp.
3 Bala Plaza East, Ste.117
Bala Cynwyd, Pa. 19004
610-784-2000
Don@SkinnyCo.com

FOR IMMEDIATE RELEASE

**Skinny Water Selected As Exclusive Water
in 50th Annual GRAMMY® Awards Gift Bags**

BALA CYNWYD, Pa.—January 29, 2008—Beyoncé, Justin Timberlake, Gwen Stefani, Kanye West, and the rest of the world’s biggest names in music will be receiving [Skinny Nutritional Corp.’s](#). ([OTC:BB SKNY](#)) [Skinny Water](#). That’s because inside the official GRAMMY® Gift Bag, given to the performers and presenters of the 50th Annual GRAMMY Awards, is a bottle of Skinny Water, the only flavored water that suppresses your appetite.

“Water is at the forefront of a beverage revolution,” says Don McDonald, President and CEO of Skinny Nutritional Corp. “Consumers want more than refreshment, they want functionality from their water. That’s why Skinny Water, a new zero calorie, flavored water that suppresses a person’s appetite, has been chosen exclusively for this year’s GRAMMY Gift Bags. Celebrities live a hectic lifestyle and healthy eating and drinking is not always an option. Skinny Water provides celebrities with a healthy alternative to high calorie and high sugar beverages.”

Skinny Water’s active ingredients, Super CitriMax® and ChromeMate®, are scientifically proven to help dieters lose three times the amount of weight that’s lost through diet and exercise alone. Each 16.9 oz. bottle of Skinny Water has zero calories,

provides 15 percent of the U.S. Recommended Daily Intake of calcium, and 9 percent of the U.S. Recommended Daily Intake of potassium. All Skinny Water flavors are available in six-packs for \$5.99 and \$1.49 single bottle.

The 50th Annual GRAMMY Awards, set for Feb. 10, 2008 at STAPLES Center in Los Angeles, is scheduled to be broadcast live on the CBS Television Network from 8 – 11:30 p.m. ET/PT. In addition, the broadcast also will be distributed internationally to more than 160 countries.

For more information about Skinny Water, or for Skinny Water samples, visit www.SkinnyWater.com, or contact Jackie Zima at 610-642-8253, ext. 138; 215-534-2973; or 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.

***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. ***

#