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## FOR IMMEDIATE RELEASE

### **Bashas' Inc., Brings Skinny Water® Into Arizona**

*Skinny Water® is Now Available in Bashas' Supermarkets and AJ's Fine Foods®*

**BALA CYNWYD, PA.** October 6, 2009--- [SKINNY NUTRITIONAL CORP. \(OTCBB: SKNY\)](#), the creator of Skinny Water® and leader in the zero calorie enhanced water category, announced today that the company has entered into an agreement with Bashas Inc.®. Skinny Water® will be available in all Bashas' locations including 54 Bashas' Supermarkets® and 13 AJ Fine Foods®. In addition to nationwide authorization at Target, Skinny also has regional authorizations with ACME Markets, Giant Food Supermarkets, Shoppers Food, Gelsons, Shaw's, and others. The total number of chain-authorized stores now is over 3,500.

President and CEO of Skinny Nutritional Corp., Ron Wilson explains, "Bashas' has been a staple in Arizona for a long time with a very loyal customer following. We are excited for the opportunity to partner up with them as well their communities."

The Skinny Water line up features six great tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Orange Cranberry Tangerine (Wake Up) Goji Fruit Punch (Shape), Lemonade Passionfruit (Total-V), and Peach Mango Mandarin (XXX-Detox). Every bottle of Skinny Water has calcium, potassium, and EGCG and has zero calories, sugar, sodium, no preservatives, and all natural colors and flavors.

#### **About Skinny Nutritional Corp.**

Headquartered in Bala Cynwyd, Pa., Skinny Nutritional Corp., the creators of Skinny Water®, a zero-calorie, zero-sugar, zero-sodium and zero-preservative enhanced water. Skinny Water comes in six great tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit. Skinny Nutritional Corp. also expects to launch additional branded products, including Skinny Tea®, and other Skinny branded beverages. For more information, visit [www.SkinnyWater.com](http://www.SkinnyWater.com).

## **About Bashas**

Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods\*, Sportsman's Wine & Spirits, Eddie's Country Store, and both Bashas' and Bashas' Diné supermarkets – is an Arizona-based company founded by brothers Ike and Eddie Basha, Sr. With 12,000 members and more than 150 grocery stores, it is the 12th-largest employer in the state and one of the Best Places to Work in Arizona. Since the company's inception in 1932, Bashas' has given back more than \$100 million to the communities it serves. For more information, visit [www.bashas.com](http://www.bashas.com) and [www.myfoodcity.com](http://www.myfoodcity.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.