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FOR IMMEDIATE RELEASE

Former Dr Pepper Company President and COO Appointed to Skinny Nutritional Corp.'s Board of Advisors

BALA CYNWYD, Pa.—March 29, 2010 -- (BUSINESS WIRE)--[Skinny Nutritional Corp. \(OTCBB: SKNY\)](#), the maker of Skinny Water® and a leader in the zero-calorie enhanced water category, announced today that John M (Jack) Kilduff has accepted an invitation to serve on Skinny Nutritional Corporation's Board of Advisors.

“Jack Kilduff brings a career of experience in the beverage distribution business and will be very helpful in advising Skinny Water on its distribution strategy. His appointment is part of the Company's initiative to build a team of seasoned business professionals to guide the Company into the future”, says Michael Salaman, Chairman of the Board.

"I am delighted to join Skinny Nutritional Corporation's Board of Advisors, "Kilduff states. " I strongly believe that Skinny Water, a health conscious brand, is something that distributors and consumers are looking for in the marketplace. I look forward to working with the Skinny Team.”

Mr Kilduff joined Dr Pepper Company in 1982 as the New York Division Manager after 10 years with Procter & Gamble where he held various sales management positions. He was appointed Senior Vice President Sales in 1988 and held that position until the purchase of Dr Pepper/Seven-Up by Cadbury-Schweppes in 1995 whereupon he was named Chief Operating Officer of the Dr Pepper Company. Mr. Kilduff was named President/Chief Operating Officer Dr Pepper Company in 1997 and held that position until his retirement in 2002. At the time of his retirement sales of the Dr Pepper Company were approximately \$1 Billion with a retail value of approximately \$6 Billion.

During his tenure as President/COO the Dr Pepper Company achieved record sales and profit while gaining market share. This was accomplished by innovative sales, marketing, and advertising programs developed under his leadership. Mr. Kilduff also played a significant role in the acquisition and development of new products for the Dr Pepper/Seven-Up Company brand portfolio, and securing their route to market.

Mr. Kilduff is currently a member of the boards of The Dr Pepper Museum and Free Enterprise Institute, The Hispanic Heritage Foundation (Treasurer), and Palm Beach Atlantic University. He was also a founding equity owner/board member of Tin Star Restaurants and Co-chairman of the executive committee to build John Paul II Catholic High School in Plano, Texas. He has also established The Agnes and Michael Kilduff Foundation which supports St. Bridget's Grammar School in Philadelphia, PA and is actively involved in various philanthropic causes in South Florida.

Mr. Kilduff is a 1968 graduate of Villanova University and served in the United States Marine Corps where he achieved the rank of Captain.

The Skinny Water® lineup features six great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Goji Fruit Punch (Shape), Lemonade Passionfruit (Total-V), Peach Mango Mandarin (XXX-Detox), and Orange Cranberry Tangerine (Wake Up). Every bottle of Skinny Water® has key electrolytes, antioxidants, and vitamins and has zero calories, sugar, sodium, no preservatives, with 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 with key electrolytes, antioxidants, and vitamins. 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 Sport®, 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.