



Don McDonald
CFO
Skinny Nutritional Corp.
3 Bala Plaza East, Ste. 101
Bala Cynwyd, PA 19004
610-784-2000 ext. 103
Don@SkinnyCo.com

FOR IMMEDIATE RELEASE

Skinny Water[®] Continues Expansion into the New York Market

Wilson Farms joins the Skinny Water retail family with 180 stores

BALA CYNWYD, PA.—April 7, 2010 [Skinny Nutritional Corp.](#) ([OTC BB: SKNY.OB](#)) the maker of Skinny Water[®] and a leader in the zero-calorie enhanced water category, announced today that Skinny Water is now available at all Wilson Farms market locations.

Since opening its first location in 1969, Wilson Farms continues to pride itself on being the “locally-owned neighborhood food store”, serving residents of Western and Central New York, including Rochester and Buffalo as well as areas of Northeastern New York, bordering Vermont.

Joseph Gisondi, VP of National Retail Sales of Skinny Nutritional Corp. stated "We are proud to be partnered with all 180 Wilson Farms neighborhood food stores. Wilson Farms has been providing their customers with quality foods and service for over 40 years. We believe Skinny Water will continue this trend as we offer Wilson Farms' consumers our premium Zero Calorie, Zero Sugar and Zero Sodium Enhanced Water. We are looking forward to a long lasting relationship that will benefit the region and encourage people to live a Healthy Life Style".

Both Skinny Water[®] and Wilson Farms look forward to building and cultivating their relationship, and brand awareness, through various advertising mediums. This includes ad sales, displays, sampling events, and joint promotions.

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.

ABOUT WILSON FARMS

Wilson Farms, a subsidiary of Bruckmann, Rosser, Sherrill & Co., LLC operates 180 supermarkets, including full-service locations. Since opening its first location in 1969, Wilson Farms continues to pride itself on being the “locally-owned neighborhood food store”, serving residents of Western and Central New York, including Rochester and Buffalo as well as areas of Northeastern New York, near the border of Vermont. For more information, visit www.wilsonfarms.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.