



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

FOR IMMEDIATE RELEASE

## **Skinny Water is Now Available in All 251 Albertsons Store Locations in Southern California and Nevada**

*Major Addition Expands Skinny Water's Retail Chain Presence on the West Coast*

**BALA CYNWYD, PA. –October 13 , 2011** [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 251 Albertsons store locations throughout Southern California (Bakersfield, Los Angeles, San Diego, Santa Barbara) and Nevada (Las Vegas). To kick off this partnership, Albertsons is offering their customers three delicious flavors of Skinny Water: Acai Grape Blueberry (Hi-Energy), Goji Black Cherry (Shape), and Raspberry Pomegranate (Crave Control) located in the cold beverage section. With the addition of these stores, Skinny Water is now available in over 14,000 retail chain locations nationwide.

Joe Gisondi, Vice President of National Retail Sales of Skinny Water stated “We are excited with the addition of Albertsons throughout Southern California and Nevada as the latest retail chain to carry Skinny Water under the SuperValu chain authorizations. This new introduction of Skinny Water in Southern California will enable the consumers to find Skinny Water in another fine grocery chain. Skinny Water is saturating the Market in Southern CA with sales growth in the region expected to increase throughout 2011. We are excited and poised to continue our expansion in additional National Chains in 2011.”

Skinny Water® and Albertsons look forward to building and cultivating their relationship and brand awareness, through various advertising mediums. This includes circular/ad sales, displays, sampling events, and joint promotions. This addition to the Skinny Water retail family continues to reinforce and expand brand awareness as we focus on our efforts on retail chain sales on the West Coast.

The Skinny Water® lineup features eight great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Lemonade Passionfruit (Total-V), Orange Cranberry Tangerine (Wake Up) and as part of its ‘Sport’ line: Blue Raspberry (Fit), Pink Berry

Citrus (Power), Kiwi Lime (Active) and Goji Black Cherry (Shape). Every bottle of Skinny Water® has key electrolytes, antioxidants, and vitamins and has zero calories, sugar, and sodium, and 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 eight great-tasting flavors that include Acai Grape Blueberry, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit, and as part of its 'Sport' line: Blue Raspberry, Pink Berry Citrus, Kiwi Lime and Goji Black Cherry. Skinny Nutritional Corp. also expects to launch additional Skinny branded beverages. For more information, visit [www.SkinnyWater.com](http://www.SkinnyWater.com) and [www.facebook.com/skinnywater](http://www.facebook.com/skinnywater).

**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.