

Press Contact:

Jackie Zima
Account Supervisor
Gregory FCA
27 West Athens Avenue, Ste. 200
Ardmore, Pa. 19003
Main: 610-228-2138
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 Nutritional Corp. Signs Distribution Deal with Allied Beverages

Skinny Water® to be distributed through Allied Beverages' network of more 5,000 retailers

BALA CYNWYD, Pa.—October 8, 2008—Skinny Nutritional Corp. (OTC BB: SKNY.OB), the exclusive worldwide marketer and distributor of Skinny Water®, today announced the company has signed a distribution agreement with Allied Beverages (Sylmar, Calif.), which covers San Fernando Valley in L.A. County, Ventura County, and Southern Santa Barbara County and has a three million person population base. Allied Beverages is one of the top 25 distributors in the United States. This is the 15th distribution agreement for Skinny Nutritional Corp. since the launch of Skinny Water this year.

“Allied Beverages is another part of the distribution network that we have assembled for the Southern California region,” says Don McDonald, CEO and President of Skinny Nutritional Corp. “This network will extend from Santa Barbara to San Diego and will enable us to service all the chains in the region. Allied has been instrumental in launching Skinny Water in California.”

Allied Beverages has been in business for over 54 years and has more than 5,000 retailers including Albertsons, 7-11, Ralph's, Von's, Circle K, Bristol Farms, CVS, Savon, Costco and Walmart. Some of the non-alcoholic brands Allied distributes includes Hansen's Monster, Crystal Geyser, and Henry Weinhard's sodas. Each 16-ounce bottle of Skinny Water will be available at a suggested retail price of \$1.49 to \$1.99.

“We've been looking for this type of product, an enhanced, flavored beverage with zero calories that tastes great,” says Bill Larson, Executive Vice President of Allied Beverages. “We

are excited to introduce Skinny Water in our market and feel that it has the potential to be one of our top brands in a short period of time.”

The Skinny Water lineup features five flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Goji Fruit Punch (Shape), Passionfruit Lemonade (Total-V), and Peach Mango Mandarin (XXX-Detox). Every bottle of Skinny Water has clinically proven ingredients to boost metabolism and control appetite.

All Skinny Waters have three key ingredients: Super CitriMax[®], ChromeMate[®], and EGCG. Super CitriMax includes Calcium that promotes fat burning and bone density, and Potassium that maintains cellular hydration. ChromeMate[®] promotes normal energy metabolism and helps maintain healthy blood sugar levels, and EGCG, a green tea extract, helps keep metabolism high.

For more information about Skinny Nutritional Corp. or Skinny Water, please contact Jackie Zima at 610-228-2138, 215-534-2973 (mobile), or write to Jackie@GregoryFCA.com.

ABOUT SKINNY NUTRITIONAL CORP.

Headquartered in Bala Cynwyd, Pa., Skinny Nutritional Corp. is the exclusive worldwide distributor of Skinny Water[®], a zero-calorie, zero sugar, zero sodium and zero preservative multi-functional water that helps aid in weight loss. Skinny Water comes in five great tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry Pomegranate, and Passionfruit Lemonade. Skinny Water[®] is the first functional water in the market that contains three key ingredients, Super CitriMax[®] and ChromeMate[®] and EGCG, a green tea extract, which have been clinically proven to help aid in weight loss. Skinny Nutritional Corp. will also be launching Skinny Tea[®], Skinny Shakes[®], Skinny Java[™] and other Skinny branded beverages. For more information, visit www.SkinnyWater.com.

ABOUT ALLIED BEVERAGES

Allied Beverages, LLC is a full-service direct store delivery distributor. The company is one of the top 25 distributors in the United States. Allied Beverages was formed in 1954 and has more than 5,000 retail accounts that cover San Fernando Valley in L.A. County, Ventura County, and Southern Santa Barbara County, which has a three million person population base. For more information, visit www.alliedbeverages.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.

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