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FOR IMMEDIATE RELEASE

## **Skinny Water's Hitting the Shelves of Big Y Foods**

*Skinny Water Reaches Over 7,000 Chain Stores Nationwide with New England Addition*

**BALA CYNWYD, PA. —November 8, 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 will be available at all 55 Big Y Foods locations in the New England states of Massachusetts and Connecticut by mid-November 2010. In conjunction with the recent Safeway retail chain authorization (1,282 U.S store locations) the addition of Big Y Foods increases the total retail store count to 7,079 stores nationwide, up from approximately 4,200 retail outlets year-end 2009.

Providing its loyal customers and communities with a vast selection of grocery and household items for almost 75 years, Big Y Foods, Inc. is one of the largest independently-owned supermarket chains in New England. With over 8,900 associates, Big Y Foods' success is attributed to their operation under their deeply-ingrained mission statement of "Our goal is to exceed our customers' evolving expectations by constantly seeking better ways to create and deliver World Class service and value." Big Y Foods, Inc. operates 55 store locations throughout the New England states of Massachusetts and Connecticut, with additional locations to follow.

Joseph Gisondi, VP of National Retail Sales with Skinny Nutritional Corporation stated "We are delighted to have partnered with Big Y in the New England Region. We believe this will help us continue to reach the mass population in the region. We are certainly thrilled with the acceptance of Skinny Water through out the region and believe that Big Y will help us achieve our goal in supplying New Englanders with our Zero Calorie water.

Skinny Water® and Big Y Foods 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.

The Skinny Water® lineup features nine great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Lemonade Passionfruit (Total-V), Peach Mango Mandarin (Antioxidant), Orange Cranberry Tangerine (Wake Up) and as part of its 'Sport' line: Blue Raspberry (Fit), Pink Berry Citrus (Power), Goji Black Cherry (Shape) and Kiwi Lime (Active). 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 nine great-tasting flavors that include Acai Grape Blueberry, Peach Mango Mandarin, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit, and as part of its 'Sport' line: Blue Raspberry, Pink Berry Citrus, Goji Black Cherry and Kiwi Lime. For more information, visit [www.SkinnyWater.com](http://www.SkinnyWater.com) and [www.facebook.com/skinnywater](http://www.facebook.com/skinnywater).

**ABOUT BIG Y FOODS, INC.**

Headquartered in Springfield, Massachusetts, Big Y Foods is one of the largest independently-owned supermarket chains in New England. Since first opening its doors in 1936, Big Y Foods continues to provide quality service and a vast selection of grocery and household items to its loyal customers. With over 8,900 employees, Big Y Foods' success is attributed to their operation under their deeply-ingrained mission statement of "Our goal is to exceed our customers' evolving expectations by constantly seeking better ways to create and deliver World Class service and value." Big Y Foods, Inc. operates store locations throughout the New England states of Massachusetts and Connecticut, with additional locations to follow. For more information, visit [www.bigy.com](http://www.bigy.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.