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FOR IMMEDIATE RELEASE

SKINNY NUTRITIONAL CORP. COMPLETES \$2.7 MILLION FINANCING

Outdoor Media Expert Bill Apfelbaum Invests In Skinny Nutritional Corp.

NEW YORK, NY. — July 26, 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 it has completed two separate financing transactions resulting in total proceeds to the Company of approximately \$2.7 million. These funds will be used to further expand the Skinny Water line of beverages. In addition to the Company's private placement, outdoor media expert William (Bill) Apfelbaum has also made a considerable investment in Skinny Nutritional Corp. and will serve as a strategic consultant for the Company's national outdoor brand awareness efforts.

Michael Salaman, Chief Executive Officer of Skinny Nutritional Corp. stated "With the completion of this round of funding, we believe that the company has the needed capital to continue its market expansion of Skinny Water in Southern California, Chicago, Illinois, and the Southeast region including Florida. Also, with, Mr. Apfelbaum's investment, Skinny now has one of the country's top marketing leaders as a strategic investor. His success in helping brands leverage outdoor media is well-known. Skinny Water intends to begin to utilize Titan Outdoor as its outdoor media firm to market Skinny Water in major cities around the country via buses, trains, subways, billboards and other outdoor media to amplify and expand Skinny Water's brand awareness. Mr. Apfelbaum is considered a renowned leader in the media industry. "

Mr. Apfelbaum's remarkable career spans over 28 years including serving as the Chairman, President, and Chief Executive Officer of TDI, which subsequently became the world's largest diversified outdoor media company. He built the business from the ground up from 1989 until 2000, coordinating and executing the sale of TDI to Infinity Broadcasting (later CBS) in 1996, which was subsequently sold to Westinghouse/CBS in December of that year. Bill was involved in the management of all CBS divisions. He is currently the Founder, Chairman, and Managing Director of Titan Outdoor Advertising. His investments and board positions total over 10 media based companies, including Titan Outdoor Holdings, Inc.

The Skinny Water® lineup features eight great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Orange Cranberry Tangerine (Wake Up) and Lemonade Passionfruit (Total-V) 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 eight great-tasting flavors that include Acai Grape Blueberry, Raspberry Pomegranate, Lemonade Passionfruit and Orange Cranberry Tangerine and as part of its 'Sport' line: Blue Raspberry, Pink Berry Citrus, Goji Black Cherry and Kiwi Lime. Skinny Nutritional Corp. also expects to launch additional Skinny branded beverages. For more information, visit

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