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## **FOR IMMEDIATE RELEASE**

### **Skinny Water Selected By Billboard Magazine as One of the Top 15 Brands to Watch**

BALA CYNWYD, Pa.—September 17, 2010 [Skinny Nutritional Corp. \(OTCBB:SKNY\)](#), the maker of Skinny Water® and a leader in the zero-calorie enhanced water category, announced today that Skinny Water was selected by Billboard Magazine as one of 15 Brands to Watch in its upcoming issue. The publication will hit newsstands nationwide September 18<sup>th</sup>.

As an emerging brand, Skinny Water continues to recognize the value and comprehensive benefits that endorsing a music star provides. As such, utilizing the voices and faces behind the music on a national platform is part of a multi-level strategy to create and promote brand awareness. What makes this approach successful for Skinny Water is the opportunity to be able to approach and engage their targeted sales demographic. This also creates an additional opportunity to be introduced and embraced by consumers that wouldn't necessarily have been exposed to Skinny Water by traditional means. Because music and pop culture go hand in hand, the involvement of a country music star such as Brad Paisley afforded Skinny Water this valuable opportunity.”

Michael Salaman, CEO and Chairman of Skinny Nutritional Corp. stated “Associating our brand with popular music personalities is one of our strategies to build the Skinny Water brand national by leveraging their loyal fan bases such as the large and loyal fans of Brad Paisley. We are very proud to be selected by Billboard Magazine as one of the top 15 Brands to Watch.”

#### **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. Skinny Nutritional Corp. also plans 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.