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FOR IMMEDIATE RELEASE

Skinny Nutritional Corp. Names Veteran Beverage Executive Robert Miller as the Chief Sales Officer

BALA CYNWYD, PA. –November 1, 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 hired Robert Miller to the position of Chief Sales Officer. Bob brings over 25 years of beverage industry experience to the Company, previously working with companies such as Sobe, Glaceau Vitamin Water, Fuze, Function Drinks, and Mystic Brands.

Michael Salaman, Chairman and CEO of Skinny Nutritional Corp. stated “Bob Miller brings proven beverage experience and leadership to our company. Bob will be responsible for building out the national distribution network for Skinny Water, as well as hiring a team of regional and area sales managers to drive case sales.”

Bob Miller stated “I believe Skinny Water will be one of the great beverage brands. I have been involved with some of the great ones: Vitamin Water, Sobe, Mystic and Fuze. Skinny Water is tracking to be part of this elite group. I feel that my experience, along with the entrepreneurial spirit of Skinny’s management team, will help grow Skinny Water into a national brand.”

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 and www.facebook.com/skinnywater.

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