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FOR IMMEDIATE RELEASE

Skinny Water Continues East Coast Expansion with the Addition of Canada Dry Potomac Corporation

*Increases brings Canada Dry distributors to a total of four, covering New York, New Jersey,
Pennsylvania, Delaware, Maryland, and Virginia*

BALA CYNWYD, Pa.—January 27, 2010 -- (BUSINESS WIRE)--[Skinny Nutritional Corp.](http://www.SkinnyNutritionalCorp.com) ([OTCBB: SKNY](http://www.OTCBB.com)), the maker of Skinny Water® and a leader in the zero-calorie enhanced water category, announced today that it has entered into a distribution agreement with Landover, MD-based Canada Dry Potomac Corporation. Under the agreement, Canada Dry Potomac will bring Skinny Water to stores in Maryland, Washington, D.C., and Virginia.

With corporate headquarters in Landover, Maryland, three additional satellite locations: (Glen Burnie (MD), Springfield (VA), Richmond (VA), and over 40 years experience in the beverage distributing industry, Canada Dry Potomac will be adding Skinny Water to its current portfolio of leading New Age and soft drink beverages, including Snapple®, Arizona®, Canada Dry®, Sunkist®, A&W®, and 7-Up®. Skinny Water will be distributed in an area expanding Maryland, D.C, and Virginia.

Canada Dry Potomac brings an experienced sales team of 600 people for the sales and delivery of Skinny Water in the region, a significant increase in manpower. They also complement current neighboring distributors to the north and west, which are also Canada Dry distributors. This provides Skinny Water additional coverage by Canada Dry distributors from the New York City metropolitan area, New Jersey, Pennsylvania, Delaware, down to and throughout Maryland, D.C., and Virginia. This coordinated distribution network enables us to provide excellent service to our largest retailers.

The Skinny Water® lineup features six great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Goji Fruit Punch (Shape), Lemonade Passionfruit (Total-V), Peach Mango Mandarin (XXX-Detox), and Orange Cranberry Tangerine

(Wake Up). Every bottle of Skinny Water[®] has calcium, potassium, and EGCG and has zero calories, sugar, sodium, 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. Skinny Water comes in six great tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit. Skinny Nutritional Corp. also expects to launch additional branded products, including Skinny Tea[®], and other Skinny branded beverages. For more information, visit www.SkinnyWater.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.