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## **FOR IMMEDIATE RELEASE**

### **Skinny Nutritional Corp. Enters Distribution Agreement with Los Angeles-Based Classic Distributing & Beverage Group**

*Solidifies Skinny Water's Presence in Southern California with Thousands of New Distribution Points*

**BALA CYNWYD, Pa. August 31, 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 entered into a distribution agreement with Classic Distributing & Beverage Group. As a result of this agreement, the Company's line of Skinny Water zero-calorie enhanced beverages will be distributed by Classic Distributing & Beverage Group in Los Angeles and surrounding counties. Classic Distributing & Beverage Group currently distributes national brands such as Miller-Coors, Heineken, Xyience, and 5-Hour Energy to name a few. This addition will help meet the rapidly increasing demand for Skinny Water in Southern California, as well as introduce Skinny Water to thousands of new accounts. Skinny Water is now available in over 14,600 retail chain locations nationwide.

Classic Distributing & Beverage Group has 25 years experience servicing alcoholic and non-alcoholic beverage accounts in Southern California. Their experience and expertise will help present Skinny Water to retailers and millions of residents in Southern California. C.J Sanchez, Vice President of Sales for Classic Distributing and Beverage Group stated "I am extremely excited about launching Skinny Water at Classic Distributing. We believe it is a tremendous complement to our World Class portfolio of brands. Skinny Water is a revolutionary product with proven success that offers consumers a wonderful-tasting, healthier alternative to their everyday Beverage selections."

Skinny Nutritional Corp. and Classic Distributing & Beverage Group are both excited to continue the expansion efforts throughout Southern California by securing new accounts, and participation in joint promotions through retail outlets.

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](http://www.SkinnyWater.com) and [www.facebook.com/skinnywater](http://www.facebook.com/skinnywater).

#### **ABOUT CLASSIC DISTRIBUTING & BEVERAGE GROUP**

Headquartered in City of Industry (CA) Classic Distributing & Beverage Group has 25 years experience servicing alcoholic and non-alcoholic beverage accounts in Southern California (Los Angeles and surrounding counties). Classic Distributing & Beverage Group currently distributes many national brands including Miller-Coors, Heineken, Xyience, and 5-Hour Energy to name a few. For more information, visit: [www.cdbginc.com](http://www.cdbginc.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.