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FOR IMMEDIATE RELEASE

SKINNY NUTRITIONAL CORP. AND COLUMBIA DISTRIBUTING ENTER INTO DISTRIBUTION AGREEMENT

SKINNY WATER NOW AVAILABLE COAST-TO-COAST

BALA CYNWYD, Pa. September 28, 2010--- [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 Columbia Distributing. As a result of this agreement, the Company's line of Skinny Water® zero calorie enhanced beverages will be distributed by Columbia Distributing throughout the Pacific Northwest states of Washington and Oregon. Columbia Distributing currently distributes national brands such as 7-UP®, Snapple®, Fiji Water®, Sunkist®, and Red Bull®, amongst their additional beer, wine, and non-alcoholic beverages brands.

Headquartered in Portland, Oregon, Columbia Distributing has been in the beverage distribution business since 1935. Having merged with Mt. Hood Beverage and Gold River Distributing in 2008, Columbia Distributing is one of the nation's largest malt beverage, wine and non-alcoholic distributors. Servicing thousands of accounts including many large national and regional retail chains including Wal Mart, Safeway, Fred Meyer, QFC, Haggen Top Foods, WINCO, and Albertsons, Columbia Distributing's continued expansion and success is attributed to their dedicated sales force of 250 sales representatives, service fleet of 230 trucks, and the fact that they "never lose sight of delivering what's really important – quality products, timely service, and a genuine concern for their customer's needs." The new distribution agreement between Columbia Distributing and Skinny Water will cover the entire Northwest Pacific states of Washington and Oregon.

"With the partnership between Columbia and Skinny Water we now have the entire West Coast Covered and can begin to expand into the middle of the country. Columbia is also the 9th Dr Pepper Snapple Group affiliate we have signed with and we are excited to be working with such a first class operation." stated Christopher Wilson, V.P of DSD Sales for Skinny Water.

The Skinny Water® lineup features nine great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Lemonade Passionfruit (Total-V), Peach Mango Mandarin (XXX-Antioxidant), Orange Cranberry Tangerine (Wake Up) and as part of its 'Sport' line: Blue Raspberry (Fit), Pink Berry Citrus (Lean), 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 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 and www.facebook.com/skinnywater.

ABOUT COLUMBIA DISTRIBUTING

Headquartered in Portland, Oregon, and distributing beverages since 1935, Columbia Distributing is one of the country's largest malt beverage, wine, and non-alcoholic distributors. With a dedicated sales force of 250 representatives and a fleet of 230 trucks Columbia Distributing continues to "never lose sight of delivering what's really important: quality products, timely service, and a genuine concern for their customer's needs." For more information, visit: www.coldist.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.