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## **FOR IMMEDIATE RELEASE**

### **Skinny Nutritional Corporation Strengthens Distribution Network with the Addition of Davis Beverage Group**

**BALA CYNWYD, PA. —November 10, 2009** [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 Bethlehem-based Davis Beverage Group. Davis Beverage Group currently distributes national brands such as 7 UP®, Sunkist®, Canada Dry Ginger Ale®, Snapple®, Nantucket Nectars®, and Welch's® among others.

As a result of this agreement, Skinny Water's zero-calorie enhanced beverages will be distributed by Davis Beverage Group in a territory extending from Montgomery County, PA to State College (PA), including Central and Western Pennsylvania, and areas of Northern New Jersey. The addition of Davis Beverage Group accelerates and solidifies Skinny Nutritional Corp.'s expansion effort in these areas.

Ron Wilson, President and CEO of Skinny Nutritional Corp. stated "We are focused on strategic distribution agreements with quality distributors. This agreement will strengthen Skinny Water's distribution, targeting grocery, convenience, and drug stores, gyms, salons, spas, as well as support Skinny Water's current retail sales with Acme, Foodtown, Giant, Redner's, Shop n Bag, Shop Rite, Thriftway, Walgreens, and Wegmans. Davis Beverage service thousands of distribution points, has a strong supermarket chain presence, and a deep commitment to "up and down the street" business."

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](http://www.SkinnyWater.com).

#### **ABOUT DAVIS BEVERAGE GROUP**

With over 200 employees and being in the beverage distribution business since 1943, Davis Beverage Group continues this tradition with excellent customer service, thousands of distribution points, a strong chain presence, and a deep commitment to “up and down the street” business.

#### **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.