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FOR IMMEDIATE RELEASE

Skinny Water Lands in Chicago Available at All 77 Dominick's Finer Foods Store Locations

BALA CYNWYD, PA. –February 7, 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 Skinny Water will be available at all 77 Dominick's Finer Foods. Dominick's is part of the 1,200+ Safeway, Inc. national retail authorization.

Headquartered in Oak Brook, Illinois, Dominick's Finer Foods has been serving Chicago-area communities since 1918, providing its customers a vast selection of grocery and household items. With over 18,000 associates, Dominick's continues its original focus: primary attention to the needs of shoppers partnered with the highest standards for all of its merchandise. It is a positioning that is basically identical to the one expressed by the legendary "Mr. D" Dominick DiMatteo, in 1918 in his 20x50 food deli: "Dominick's belongs to the customers".

Joseph Gisondi, VP of National Retail Sales with Skinny Nutritional Corporation stated "We are excited to have Dominick's as part of the Skinny Water retail chain authorizations. We at Skinny Water believe that this is just the beginning of a wonderful partnership that will encourage the great people of the Chicago market to live a healthier lifestyle."

Skinny Water® and Dominick's Finer Foods look forward to building and cultivating their relationship and brand awareness, through various advertising mediums. This includes circular/ad sales, displays, sampling events, and joint promotions.

The Skinny Water® lineup features eight great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Lemonade Passionfruit (Total-V), Peach Mango Mandarin (Antioxidant), Orange Cranberry Tangerine (Wake Up) and as part of its 'Sport' line: Blue Raspberry (Fit), Pink Berry Citrus (Power), 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, Peach Mango Mandarin, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit, and as part of its 'Sport' line: Blue Raspberry, Pink Berry Citrus, and Goji Black Cherry. Skinny Nutritional Corp. also expects to launch additional branded products, including Skinny Smoothies®, and other Skinny branded beverages. For more information, visit www.SkinnyWater.com and www.facebook.com/skinnywater.

ABOUT DOMINICK'S FINERFOODS

A subsidiary of Safeway Inc., Dominick's Finer Foods has been serving Chicago-area residents since 1918 providing its customers a vast selection of grocery and household items. With over 18,000 associates, Dominick's continues its original focus: primary attention to the needs of shoppers partnered with the highest standards for all of its merchandise. It is a positioning that is basically identical to the one expressed by the legendary "Mr. D" Dominick DiMatteo, in 1918 in his 20x50 food deli: "Dominick's belongs to the customers". For more information, visit: www.dominicks.com.

ABOUT SAFEWAY, INC.

Headquartered in Pleasanton, California, Safeway, Inc., a Fortune 500 company, is one of the largest retailers in the United States with over 1,700 stores and approximately 200,000 employees. Since first opening its doors in 1912, Safeway continues to provide quality service and a vast selection of grocery and household items to its loyal customers. Safeway operates store locations throughout the United States and Canada under the retail banners of: Safeway Food & Drug, Vons, Carrs, Dominick's, Genuardi's, Pak'n'Save, Pavilions, Randall's, Simon David, and Tom Thumb. For more information, visit www.safeway.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.