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FOR IMMEDIATE RELEASE

Skinny Water Zero-Calorie Enhanced Water is Now Available on FreshDirect.com

BALA CYNWYD, PA September 16, 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 Skinny Water will now be available at FreshDirect. Customers can choose from four great-tasting individual flavors of Skinny Water, as well as three-flavor variety packs.

Launched since 2002, FreshDirect is loved by over 600,000 customers in New York City 5 Boroughs, Westchester County NY, Fairfield County CT, and Hudson County NJ. Starting in October 2010, FreshDirect will also be expanded to Union and Essex counties in N.J.

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 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 & www.facebook.com/skinnywater.

ABOUT FRESH DIRECT

FreshDirect is one of the nation's leading online food brands and grocery providers. FreshDirect has changed the way customers shop for groceries since 2002. The company uses a direct distribution model with in-house, overnight production that cuts the middleman and helps FreshDirect offer fresher foods at lower prices. Every product is 100% satisfactory guaranteed, every time. Only at FreshDirect, the online shopping experience is highly

personalized with smart shopping features that help customers track their favorites, remember missed items, shop from previous orders and get recommendations on new foods they might like. FreshDirect has fulfilled more than twelve million orders to date. FreshDirect ranks 70 on the *2010 Internet Retailers Top 500 Guide*. For more information, visit www.freshdirect.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.