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FOR IMMEDIATE RELEASE

## **Skinny Water Strengthens Mid-Atlantic Retail Chain Presence: Now Available at All 30 Genuardi's Store Locations**

**BALA CYNWYD, PA. –February 9, 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 30 Genuardi's store locations. Genuardi's is part of the 1,200+ Safeway, Inc. national retail authorization.

Headquartered in Norristown, Pennsylvania, Genuardi's has been serving the suburbs of Philadelphia for more than 90 years, providing its customers a vast selection of grocery and household items. Today, as a division of Safeway, Genuardi's continues to operate on the same basic principles that have been the foundation of the company since its humble beginnings in 1920: quality products, freshness, great value, and legendary customer service. Under Safeway's ownership, Genuardi's remains committed to providing a pleasant shopping experience for all customers. More than 6,500 team members operate 30 Genuardi's stores in Pennsylvania, Delaware, and New Jersey.

Joseph Gisondi, VP of National Retail Sales with Skinny Nutritional Corporation stated "Genuardi's in the Philadelphia market is one of the latest retail chains to carry Skinny Water. We are excited to have Genuardi's as part of the Skinny Water retail chain authorizations. By adding Genuardi's to our current chain authorizations in the Philly market, it has fulfilled all the major players in our back yard. We at Skinny Water believe that this is just the beginning of a wonderful partnership that will continue to encourage the great people in the Philly market to live a healthier lifestyle".

Skinny Water® and Genuardi's look forward to building and cultivating their relationship and brand awareness, through various advertising mediums. This includes circular advertisements, 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](http://www.SkinnyWater.com) and [www.facebook.com/skinnywater](http://www.facebook.com/skinnywater).

#### **ABOUT GENUARDI'S**

A subsidiary of Safeway Inc., Genuardi's has been serving Philadelphia-area residents since 1920 providing its customers a vast selection of grocery and household items. Today, as a division of Safeway, Genuardi's continues to operate on the same basic principles that have been the foundation of the company since its humble beginnings in 1920: quality products, freshness, great value, and legendary customer service. Under Safeway's ownership, Genuardi's remains committed to providing a pleasant shopping experience for all customers. More than 6,500 team members operate 30 Genuardi's stores in Pennsylvania, Delaware, and New Jersey. For more information, visit: [www.genuardis.com](http://www.genuardis.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](http://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.