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FOR IMMEDIATE RELEASE:

Skinny Water® Quenches the Desert Heat in Arizona

Hensley Beverage Company to Distribute Skinny Water in Phoenix, Arizona

BALA CYNWYD, Pa.—November 16, 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 Skinny Water will now be distributed in the state of Arizona by Hensley Beverage Company. Focusing on one of the largest cities (Phoenix) in the country, with over 1.5 million residents*, this latest addition strategically places Skinny Water in a market in which weather and tourism serves as a catalyst for brand awareness.

Serving the state of Arizona for 54 years, Hensley Beverage Company is one of the largest beverage distributors in the nation, with thousands of accounts and distribution points. Hensley currently distributes over 250 beverage brands, including Budweiser, Arizona Iced Tea, and Hansen's Natural Sodas. Hensley Beverage Company is also an active supporter of local charitable organizations, causes, and efforts.

Skinny Nutritional Corp. and Hensley Beverage Company are both excited to introduce Skinny Water to the Phoenix market through securing new accounts, and participation in joint promotions through retail outlets.

Ron Wilson, President and CEO of Skinny Nutritional Corp. stated "The state of Arizona is an excellent market for Skinny Water. With an abundance of resorts, spas, universities and the need to stay hydrated due to the warm climate, we anticipate a successful launch in the state of Arizona. Further, to partner with a world-class distributor like Hensley, we are confident that Skinny Water will be well-distributed through the state of Arizona."

According to Mark J. Miller, President, Hensley Beverage Company's beverage division, "We're extremely excited about the addition of Skinny Water to Hensley's product portfolio. We are known for distributing only the finest products; therefore, we anticipate a significant boost in demand for Skinny Water."

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®, is 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 Skinny Sport™ beverages. For more information, visit www.SkinnyWater.com.

ABOUT HENSLEY BEVERAGE COMPANY

Since its inception in 1955, Hensley Beverage Company's success stems from loyal, driven employees, providing excellent and unparalleled customer service and a passion to distribute world-class beverages. They are one of the largest and conscientious supporters of local charitable organizations, causes, and efforts. Hensley continues to reinforce this tradition by adhering to the mission statement: *"While preserving trusted partnerships with our employees, customers, community, and our supplier partners, we strive to cultivate new ones and exceed expectations...with the finest team in the industry."* For more information, visit www.Hensley.com.

*According to the U.S Census Bureau, the Phoenix Metropolitan Area's population is currently 1.5 million (2009)

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.