



Press Contact:

Jackie Zima
Account Supervisor
Gregory FCA
27 West Athens Avenue, Ste. 200
Ardmore, Pa. 19003
Main: 610-228-2138
Jackie@GregoryFCA.com

Company Contact:

Don McDonald
President and CEO
Skinny Nutritional Corp.
3 Bala Plaza East, Ste. 117
Bala Cynwyd, Pa. 19004
610-784-2000
Don@SkinnyCo.com

FOR IMMEDIATE RELEASE

**Skinny Nutritional Corp. Signs Distribution Agreement
with High Grade Beverage**

Skinny Water® to be distributed to 5,000 distribution points in New Jersey

BALA CYNWYD, Pa.—October 14, 2008—[Skinny Nutritional Corp.](#) (OTC BB: [SKNY.OB](#)), the exclusive worldwide marketer and distributor of [Skinny Water®](#), today announced the company has entered an agreement with [Briars USA](#), a soft drink and non-alcoholic direct store distributor and subsidiary for Anheuser Busch distributor [High Grade Beverage](#) (New Brunswick, N.J.). Briars USA, Inc. covers the central and northwest New Jersey region including Middlesex, Morris, Sussex, Union, Summerset, Warren, Passaic and Hunterdon counties. This is Skinny's 16th distribution agreement since launching June 2008.

“When you look at the Skinny Water brand, it is exactly what consumers have been looking for which is an enhanced water with zero calories and zero sugar,” says Joe DeMarco, Chairman of the board for High Grade Beverage. “We are excited to introduce Skinny Water to the New Jersey region and believe this is a strong brand our retailers will have success selling.”

Briars USA, Inc. has been in business since 1937 and is a non-alcoholic direct store distributor. The company currently distributes Briars Soda and industry leading brands including Monster, Vita Cocoa, Function Drinks, Cintron Beverages, Jones Soda and 24 C, Muscle Milk, Sunny Delight, Sweet Leaf Tea, Redline Energy and Welch's Juices.

Briars USA will distribute all five great-tasting Skinny Water in convenience stores, drug stores, major retailers, restaurants, fitness clubs and more. Each 16-ounce bottle of Skinny Water will be available at a suggested retail price of \$1.49 to \$1.99.

“New Jersey is a huge market for us and we’re excited to partner with Briars USA,” says Don McDonald, CEO and President of Skinny Nutritional Corp. “This distribution agreement will help facilitate Skinny Water’s availability on the shelves of well-known retailers such as Shop Rite markets and Quick Chek convenience stores.”

The Skinny Water lineup features five flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Goji Fruit Punch (Shape), Passionfruit Lemonade (Total-V), and Peach Mango Mandarin (XXX-Detox). Every bottle of Skinny Water has clinically proven ingredients to boost metabolism and control appetite.

All Skinny Waters have three key ingredients: Super CitriMax[®], ChromeMate[®], and EGCG. Super CitriMax includes Calcium that promotes fat burning and bone density, and Potassium that maintains cellular hydration. ChromeMate[®] promotes normal energy metabolism and helps maintain healthy blood sugar levels, and EGCG, a green tea extract, helps keep metabolism high.

For more information about Skinny Nutritional Corp. or Skinny Water, please contact Jackie Zima at 610-228-2138, 215-534-2973 (mobile), or write to Jackie@GregoryFCA.com.

ABOUT SKINNY NUTRITIONAL CORP.

Headquartered in Bala Cynwyd, Pa., Skinny Nutritional Corp. is the exclusive worldwide distributor of Skinny Water[®], a zero-calorie, zero sugar, zero sodium and zero preservative multi-functional water that helps aid in weight loss. Skinny Water comes in five great tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry Pomegranate, and Passionfruit Lemonade. Skinny Water[®] is the first functional water in the market that contains three key ingredients, Super CitriMax[®] and ChromeMate[®] and EGCG, a green tea extract, which have been clinically proven to help aid in weight loss. Skinny Nutritional Corp. will also be launching Skinny Tea[®], Skinny Shakes[®], Skinny Java[™] and other Skinny branded beverages. For more information, visit www.SkinnyWater.com.

ABOUT BRIARS USA

Briars USA is a non-alcoholic direct store delivery distributor in the central New Jersey region. The company is a subsidiary of High Grade Beverage (HGB), a franchised wholesale beverage distributor of malt beverages, wine, spirits and soft drinks. Briars USA has been in business for since 1937. High Grade Beverage took over Briars Soda in 1986. Briars USA currently distributes Monster, Vita Cocoa, Function Drinks, Cintron Beverages, Jones Soda and 24 C, Muscle Milk, Sunny Delight, Sweet Leaf Tea Redline Energy and Welch's Juices.

For more information, visit, <http://www.Briars.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.

###