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## **FOR IMMEDIATE RELEASE**

### **Skinny Water® Lands in Ireland and England**

*New Distributor to Introduce Skinny Water® in European Markets*

BALA CYNWYD, PA . —January 25, 2010 [Skinny Nutritional Corp.](#) ([OTC BB: SKNY](#)) the maker of Skinny Water® and a leader in the zero-calorie enhanced water category, announced today that Skinny Water will now be available in Ireland and England. Simply Direct, Ltd., a beverage distributor located outside of Dublin, Ireland, will be distributing the product throughout these two countries.

Simply Direct has a fleet of trucks which deliver to over 4,000 retail outlets in Ireland and England. To assist in marketing Skinny Water in these new regions, the distributor intends to display mobile advertisements for Skinny Water on the delivery vehicles. “We are looking forward to introducing this healthy new product to customers in our markets. I was surprised that a product that is this good for you can taste great too!” says Mark Capaldi, owner of Simply Direct.

“We are very excited to begin selling Skinny Water in Ireland and England. This is the beginning of the rollout of our trademark in the European Union. Skinny Water is a brand with universal appeal and we are getting requests from around the world for our product” says Don Mc Donald, Chief Financial Officer of Skinny Nutritional Corp.

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<sup>®</sup>, 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<sup>®</sup>, and other Skinny branded beverages. For more information, visit [www.SkinnyWater.com](http://www.SkinnyWater.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.