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FOR IMMEDIATE RELEASE

Skinny Water® Strengthens Its Midwest Retail Chain Presence with the Addition of 196 Meijer Store Locations

Latest Addition Brings Skinny Water to 14,000 Retail Chain Locations Nationwide

BALA CYNWYD, PA. □ **October 17, 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 is now available at all 196 Meijer locations in the Midwestern states of Ohio, Michigan, Indiana, Illinois, and Kentucky. With the addition of these stores, Skinny Water is now available in over 14,000 retail locations nationwide.

Headquartered in Grand Rapids, Michigan, family-owned and operated Meijer has been serving Midwestern residents and communities for over 75 years. Meijer continues to be a dominant upscale supermarket chain by providing its customers a vast selection of grocery, household, clothing and electronic items.

Joe Gisondi, VP of National Retail Sales for Skinny Water stated “Meijer is one of the latest retail chains to carry Skinny Water. We are excited to have Meijer as part of the Skinny Water retail chain authorizations. We continue to expand our presence in the Midwest Region by adding Meijer to our current chain authorizations with more to come. We at Skinny Water believe that this is just the beginning of a wonderful partnership that will further encourage the great people of the Midwest to live a healthier lifestyle”.

Both Skinny Water® and Meijer look forward to building and cultivating their relationship and brand awareness, through various advertising mediums. This includes circular/ad sales, 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), Orange Cranberry Tangerine (Wake Up) and as part of its ‘Sport’ line: Blue Raspberry (Fit), Pink Berry Citrus (Power), Kiwi Lime (Active) 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, 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 expects to launch additional branded products, including Skinny Smoothies®, and other Skinny branded beverages. For more information, visit www.SkinnyWater.com and www.facebook.com/skinnywater.

ABOUT MEIJER

Meijer has been serving the Midwestern residents and communities of Ohio, Michigan, Indiana, Illinois, and Kentucky since 1934. Headquartered in Grand Rapids, Michigan, Meijer continues to be a dominant upscale supermarket chain by providing its customers a vast selection of grocery, household, clothing and electronic items. For more information, visit www.meijer.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.