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FOR IMMEDIATE RELEASE

Skinny Water® Expands Its West Coast Distribution

Skinny Water adds five new distributors to their rapidly growing California DSD network

BALA CYNWYD, PA. —December 15, 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 Bay Area Distributing Company, Energy Source Distribution, GBL Distributing Company, Morris Beverage Distributors, and Saccani Distributing Company will now distribute Skinny Water throughout California.

Covering counties as far north as Sacramento and San Francisco (including surrounding areas) and as far south as Santa Barbara, the addition of these distributors creates a significant opportunity to promote brand awareness and availability in the most populous state in the U.S. - including being the home to one of the media and fashion capitals of the world, and an increasing health-conscious population.

With many years of combined experience, this newest group of distributors will continue to focus their efforts on introducing Skinny Water to their current accounts as well as establishing new relationships with outlets including supermarkets, convenience stores, health facilities, and spas.

Ron Morris, President of Morris Distributing, based in San Francisco, CA states “We are excited to announce a new partnership with Skinny Water. The brand provides us with great opportunity to reach out to many areas and provide customers with a great product. We look forward to working with Skinny Water and getting their product into the trade.”

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®, 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 other Skinny branded beverages. For more information, visit www.SkinnyWater.com.

*2008 U.S Census Bureau

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.