



Skinny Nutritional Corp. Signs Distribution Agreement with New Age Beverage Co.

Agreement Expands Coverage to Leading Beverage Distributor in Colorado

BALA CYNWYD, PA. - December 5, 2011 – Skinny Nutritional Corp. (OTCBB: SKNY), the maker of Skinny Water® and a leader in the zero-calorie enhanced water category, announced today that it has entered into a distribution agreement with New Age Beverage Company. As a result of this agreement, the Company's line of Skinny Water® zero-calorie enhanced beverages will be distributed by New Age Beverage Co. throughout Colorado.

New Age Beverage has been the premier distributor in the Rocky Mountain region for over 15 years. With an impressive sales force and extensive resources, their experience and expertise will help present Skinny Water to retailers and residents in Colorado.

"We are extremely excited to announce the partnership for distribution in Colorado between Skinny Water and New Age Beverage," says Bob Miller, Vice President of DSD Sales for Skinny Nutritional Corp. "They recognize that Skinny Water is not only great-tasting and good for you, but is also a brand that's positioned as a complement to the enhanced water category, enabling retailers to bring additional consumers to the segment."

New Age distributes many alcoholic and non-alcoholic brands, including Xyience, Pop Chips, Izze, Nesquik, Jones Soda, Zico, Arizona, Activate, Boylans, and Oh Yeah. New Age is also the developer and distributor of their own beverage line: Xing Tea. The addition of New Age Beverage accelerates Skinny Water's expansion efforts in the West. In Colorado, Skinny Water is currently authorized in Target, Albertsons, and Safeway. Skinny Water is available in over 17,800 stores nationwide.

Josh Hillegass, General Manager for New Age Beverages stated, "We feel Skinny Water will be a great addition to our existing portfolio. New Age Beverages is very careful when selecting new brands to take to market, so considering Skinny Water's exceptional taste and zero-calorie characteristics it was an easy decision. We feel Skinny Water will complement our other 'good-for-you' products and fit perfectly into our customer base offering a healthier alternative to retailers and consumers in our market."

Skinny Nutritional Corp. and New Age Beverage Co. expect to continue Skinny Water's expansion efforts throughout Colorado in the future by securing new accounts, and participating in joint promotions through retail outlets.

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. is the creator 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, Lemonade Passionfruit, Orange Cranberry Tangerine, and as part of its 'Sport' line: Blue Raspberry, Pink Berry Citrus, Kiwi Lime and Goji Black Cherry. Skinny Nutritional Corp. also expects to launch additional Skinny branded beverages. For more information, visit www.skinnywater.com and www.facebook.com/skinnywater.

About New Age Beverage Co.

Headquartered in Denver, Co., New Age Beverage has been delivering premium beverages to the Rocky Mountain Region since 1994. They offer the most extensive selection of beverages in the area. With their team of 20 delivery trucks, 15 merchandisers and 15 sales professionals, New Age prides itself in customizing beverage programs whether it is large or small. They service the whole front range of Colorado all the way from the Wyoming border down to the New Mexico Border. For more information, visit www.newagebev.us.

Forward-Looking Statements

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.

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