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FOR IMMEDIATE RELEASE

Skinny Water Arrives in the Pacific Northwest Now Available in 258 Portland and Seattle Safeway Store Locations

BALA CYNWYD, PA.—**March 1, 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 in 258 Safeway stores in the Pacific Northwest metropolitan regions of Portland (Oregon) and Seattle (Washington). These stores are part of the 1,282 Safeway, Inc. national retail chain authorization. With the addition of these stores, Skinny Water is now available in over 7,200 retail locations nationwide.

Safeway, Inc., a Fortune 500 Company, is the third-largest supermarket chain in North America with over 1,700 stores across the U.S and Canada and approximately 200,000 employees. Headquartered in Pleasanton, California, Safeway is also the 10th largest retailer in the United States. Providing its loyal customers with a vast selection of grocery and household items for almost 100 years, Safeway continues their commitment to the communities they serve by positioning itself as a lifestyle brand, and being active supporters of local and national charitable organizations, efforts and causes.

Joseph Gisondi, VP of National Retail Sales with Skinny Nutritional Corporation stated "We are excited to have the Pacific Northwest region of Safeway stores as part of the Skinny Water retail chain authorizations. With this authorization, Skinny Water is now available in over 300 outlets in the Pacific Northwest region."

Skinny Water® and Safeway 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), Peach

Mango Mandarin (Antioxidant), Orange Cranberry Tangerine (Wake Up) and as part of its 'Sport' line: Blue Raspberry (Fit), Pink Berry Citrus (Power), 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, Peach Mango Mandarin, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit, and as part of its 'Sport' line: Blue Raspberry, Pink Berry Citrus, and Goji Black Cherry. 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 SAFEWAY, INC.

Headquartered in Pleasanton, California, Safeway, Inc. is one of the largest retailers in the United States with over 1,700 stores and approximately 200,000 employees. Since first opening its doors in 1912, Safeway continues to provide quality service and a vast selection of grocery and household items to its loyal customers. Safeway operates store locations throughout the United States and Canada under the retail banners of: Safeway Food & Drug, Vons, Carrs, Dominick's, Genuardi's, Pak'n'Save, Pavilions, Randall's, Simon David, and Tom Thumb. For more information, visit www.safeway.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.