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FOR IMMEDIATE RELEASE

Pat Croce Teams Up With Skinny Nutritional Corp.

Former President of the Philadelphia 76ers, entrepreneur, author, motivational speaker, and TV personality will serve as national spokesperson and jointly develop a new, high-energy, appetite-suppressant fitness drink

BALA CYNWYD, Pa.—March 19, 2008—[Skinny Nutritional Corp.](http://www.SkinnyNutritionalCorp.com) (OTC:BB SKNY.OB), the exclusive worldwide marketer and distributor of [Skinny Water](http://www.SkinnyWater.com)[®], has teamed up with Philadelphia entrepreneur and fitness guru, Pat Croce. As part of the deal, Croce is making a significant investment in the company, taking a seat on the newly formed Board of Advisors, and endorsing Skinny Water as the company's national spokesperson. In addition, Croce is jointly developing a new "high-energy" Skinny Water, slated to debut in May 2008. The new "high-energy" Skinny Water will be the first energy water on the market with zero calories, zero carbs, zero preservatives, and no sugar.

"I'm investing in healthy living and the fight against obesity," says Pat Croce. "I believe Skinny Water can make a significant impact on this battle by countering the high-sugar beverages and their detrimental effects on weight control and glycemic response. Skinny Water is the next-generation, no-calorie beverage that fulfills the body's hydration requirement while infusing vitamins and antioxidants. Plus, it tastes great and reduces your appetite."

Croce began his career as a physical therapist and was a conditioning coach for the Philadelphia Flyers and Philadelphia 76ers for more than 10 years. He founded Sports Physical

Therapists in 1984, and grew the business into a chain of 40 centers. Croce became the president of the Philadelphia 76ers in 1996. While under ownership with Croce, the team went from last place in 1996 to the NBA Finals in 2001. Since leaving the 76ers, Croce has appeared as a television commentator on the “NBA on NBC”, and was a Tae Kwon Do commentator for the 2004 Summer Olympic Games. Croce, a *New York Times* bestselling author, has also published five self-help books. He was most recently a judge on ABC’s reality television services, “American Inventor.”

“Pat’s enthusiasm for Skinny Water is truly contagious and we believe that he will be able to reach millions of consumers with his passion for Skinny Water and its hydration and health benefits,” says Don McDonald, President and CEO of Skinny Nutritional Corp. “His background in fitness and nutrition will be invaluable to our company moving forward as the leading beverage company of appetite suppressant and functional waters.”

Skinny Water’s active ingredients, Super CitriMax® and ChromeMate® are scientifically proven to help dieter’s lose three times the amount of weight that’s lost through diet and exercise alone. Each 16.9 ounce bottle of Skinny Water has zero calories, zero sugar, and zero preservatives and provides 15 percent of the U.S. Recommended Daily Intake of calcium, and 9 percent of the U.S. Recommended Daily Intake of potassium. Skinny Water is available in six-packs for \$5.99 at Target stores nationally.

For more information about Skinny Nutritional Corp. or Skinny Water, please contact Jackie Zima at (610) 228-2138, (215) 534-2973 (mobile) or write to Jackie@GregoryFCA.com.

ABOUT SKINNY NUTRITIONAL CORP.

Skinny Nutritional develops, acquires, and distributes lifestyle and consumer products that capitalize on emerging trends in the health and wellness industry. Headquartered in Bala Cynwyd, Pa., the company is the exclusive worldwide distributor of Skinny Water®, a multi-functional, flavored water and appetite suppressant. Skinny Water® is the first flavored water in the market that contains two key ingredients, Super CitriMax® and ChromeMate®, which have been clinically proven to aid in weight loss. For more information, visit www.SkinnyWater.com.

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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. ***