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FOR IMMEDIATE RELEASE

**Skinny Nutritional Corp. Expands Distribution and Bottling for its Skinny Water®
Zero-Calorie Enhanced Waters to the West Coast**

Prestige Sales, with 6000 retail accounts, first to distribute Skinny Water throughout Southern California

BALA CYNWYD, Pa.—September 29, 2008—[Skinny Nutritional Corp.](#) (OTC BB: [SKNY.OB](#)), the exclusive worldwide marketer and distributor of [Skinny Water®](#), announced today a distribution agreement with Prestige Sales, Anaheim, Calif., the largest Red Bull Energy drink distributor in Southern California, which has a network of over 6000 retail accounts. This is Skinny Nutritional Corp.'s first distribution agreement with a distributor on the West Coast and the 13th agreement since launching the product this year. Skinny Water is now available for sale to a total of more than 20,000 retail accounts and growing across the country.

“Skinny Water is a real product that health conscious consumers are looking for,” says Greg Zail, President of Prestige Sales. “Skinny Water not only has zero calories, but every flavor tastes great. We have seen Skinny Water’s success on the East Coast and we are confident that we can do the same here on the West Coast. We have successfully brought a number of brands to our market and believe we can build Skinny Water into a major brand here in Southern California.”

Prestige Sales has been in business for 15 years and currently distributes industry leading beverages including Red Bull Energy Drink, Arizona Iced Tea and Samuel Adams. Prestige Sales will distribute all five great-tasting flavors of Skinny Water to all distribution points including Walmart, Albertsons, Costco, 7-Eleven and Arco AM/PM to name a few key accounts. In addition, Skinny Water will be available at colleges in the Southern California region, as well as, major hotels and fitness clubs. Each 16-oz. bottle of Skinny Water will be available at a suggested retail price of \$1.49 to \$1.99.

“We are building a network of distributors in California and throughout the Western States which will enable us to service large chain stores throughout the region,” says Don McDonald, CEO and President of Skinny Nutritional Corp. “When large supermarkets, drug and convenience stores become customers we have to be able to cover all of their locations. Prestige is the first distributor of that network for Southern California in order to accomplish just that.” Skinny Nutritional Corp. has also signed a deal with one of the largest bottlers in the Los Angeles area to produce Skinny Water for the Southern California market. The company will also use this bottling facility to produce and deliver Skinny Water to distributors in the far west region, specifically to all of California, Arizona and Nevada distributors and retailers.

The Skinny Water lineup features five flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Goji Fruit Punch (Shape), Passionfruit Lemonade (Total-V), and Peach Mango Mandarin (XXX-Detox). Every bottle of Skinny Water has clinically proven ingredients to boost metabolism and control appetite.

All Skinny Waters have three key ingredients: Super CitriMax[®], ChromeMate[®], and EGCG. Super CitriMax includes Calcium that promotes fat burning and bone density, and Potassium that maintains cellular hydration. ChromeMate[®] promotes normal energy metabolism and helps maintain healthy blood sugar levels, and EGCG, a green tea extract, helps keep metabolism high.

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.

Headquartered in Bala Cynwyd, Pa., Skinny Nutritional Corp. is the exclusive worldwide distributor of Skinny Water[®], a zero-calorie, zero sugar, zero sodium and zero preservative multi-functional water that helps aid in weight loss. Skinny Water comes in five great tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry

Pomegranate, and Passionfruit Lemonade. Skinny Water[®] is the first functional water in the market that contains three key ingredients, Super CitriMax[®] and ChromeMate[®] and EGCG, a green tea extract, which have been clinically proven to help aid in weight loss. Skinny Nutritional Corp. will also be launching Skinny Tea[®], Skinny Shakes[®], Skinny Java[™] and other Skinny branded beverages. For more information, visit www.SkinnyWater.com.

ABOUT PRESTIGE SALES

Prestige Sales is a privately owned company that has been in business for more than 15 years. The company is known to distribute a variety of beverages in the Southern California region including Red Bull Energy Drink Arizona Iced Tea, and Samuel Adams. Prestige Sales has established 6000 distribution points that cover Southern California counties including Los Angeles, Orange and San Bernardino.

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.

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