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0 Calories 0 Sugar 0 Sodium 0 Guilt

FOR IMMEDIATE RELEASE

ENTREPRENEUR RUSSELL SIMMONS INVESTS IN SKINNY NUTRITIONAL CORP.

Providing Consulting Services To Promote Healthy Drinking Habits To The Mass Market

NEW YORK, NY (July 21, 2011) -- (BUSINESS WIRE)--[Skinny Nutritional Corp.](#) (OTCBB: [SKNY](#)), the maker of Skinny Water® and a leader in the zero-calorie enhanced water category, announced today that entrepreneur and visionary Russell Simmons has made a significant investment in Skinny Nutritional Corp. The investment by Mr. Simmons follows his agreement to work with Skinny Nutritional as a consultant to assist Skinny Nutritional in building healthy lifestyle brands and to create opportunities for brand expansion and extension.

“I am very passionate about getting involved with Skinny Water because the company is committed to developing products which I believe must be brought to the mass market,” said Mr. Simmons. “America needs to change its’ eating habits and focus on healthy living and Skinny Water’s enhanced drinks are very important to this movement. If you follow my investments over the past several years they are mostly geared to promoting well-being, so this investment is a natural fit.”

Recently named one of “Hollywood’s Most Influential Celebrities” by Forbes and one of the “Top 25 Most Influential People of the Past 25 Years” by USA Today, Russell Simmons is known for being a groundbreaker in music, fashion, finance, jewelry, television and film. From creating his seminal Def Jam Recordings in 1984, to the 2007 publishing of his New York Times best-seller *Do You! 12 Laws to Access the Power in You to Achieve Happiness and Success* to founding GlobalGrind.com, the leading online destination for celebrity entertainment, music, culture and politics for the new, post-racial America and his latest New York Times best-seller *SUPER RICH: A Guide To Having It All*, Russell is recognized globally for his influence and entrepreneurial approach to both business and philanthropy. A devoted yogi, Russell also leads the non-profit division of his empire, Rush Community Affairs, and its ongoing commitment to empowering at-risk youth through education, the arts, social engagement, and promoting racial harmony and strengthening inter-group relations.

Michael Salaman, Chairman and CEO of Skinny Nutritional Corp stated, "We are delighted to have a media and business icon like Russell Simmons involved with Skinny Water. His business savvy and commitment to healthy living will send a positive signal to both the business

community and consumers about the positive impact that Skinny Water can have on the overall health and wellness of the American consumer.”

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), 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., 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, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit, and as part of its ‘Sport’ line: Blue Raspberry, Pink Berry Citrus, Goji Black Cherry, and Kiwi Lime. 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 RUSSELL SIMMONS

Forbes Magazine recently named Russell Simmons one of “Hollywood’s Most Influential Celebrities.” USA Today named Russell Simmons one of the “Top 25 Most Influential People of the Past 25 Years,” calling him a “hip-hop pioneer” for his groundbreaking vision that has influenced music, fashion, finance, the jewelry industry, television and film, as well as the face of modern philanthropy. From creating his seminal Def Jam Recordings in 1984, to the 2007 publishing of his New York Times best-seller *Do You! 12 Laws to Access the Power in You to Achieve Happiness and Success* to founding GlobalGrind.com, the leading online destination for celebrity entertainment, music, culture and politics for the new, post-racial America and his latest New York Times best-seller “*SUPER RICH: A Guide To Having It All*”, Russell is recognized globally for his influence and entrepreneurial approach to both business and philanthropy. Giving back is of primary importance to him in all aspects of life and as Chairman and CEO of Rush Communications, he has consistently leveraged his influence in the recording industry, fashion, television, financial services, and jewelry sectors to give back. A devoted yogi, Russell also leads the non-profit division of his empire, Rush Community Affairs, and its ongoing commitment to empowering at-risk youth through education, the arts, social engagement, and promoting racial harmony and strengthening inter-group relations. Russell also recently served as the UN Goodwill Ambassador For The Permanent Memorial To Honor The Victims Of Slavery and The Trans-Atlantic Slave Trade.

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.