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FOR IMMEDIATE RELEASE

Skinny Water Introduces The Only Great Tasting, Sodium Free Sport Drink!

Skinny Water is Now Available in over 7,200 Stores Nationwide

BALA CYNWYD, PA. October 26, 2010 [Skinny Nutritional Corp.](#) (OTC BB: [SKNY.OB](#)) the makers of Skinny Water® and a leader in the zero-calorie enhanced water category, announced today that following recent purchases by Target Corporation, Skinny Water Sport™ is now available at a number of regional and national retailers with a combined total of approximately 2,000 outlets across the US. Retailers that have recently added Skinny Water Sport™ include select Target stores, in addition to other key retailers, such as Supervalu Acme and Ahold Giant of Carlisle. In conjunction with our recent Safeway retail chain authorization, Skinny Water® and Skinny Water Sport™ are now available in regional and national retailers with a combined store count of approximately 7,200 stores nationwide.

According to Craig Fortin, VP of Manufacturing & Operations, “Skinny Water Sport™ is the first sport beverage line that has been introduced for the everyday athlete with zero sodium and is a healthy alternative to other popular sport drinks which contain anywhere from 200 mg to 440 mg of sodium per bottle.” Skinny Water Sport™ includes Goji Black Cherry (Shape), Pink Berry Citrus (Power) and Blue Raspberry (Fit) flavors that all are great tasting, without calories, sugar, carbohydrates or sodium. Each Skinny Water Sport™ has an electrolyte package that delivers a good source of calcium, potassium and magnesium.

The Skinny Water® lineup features nine great tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Orange Cranberry Tangerine (Wake Up) Peach Mango Mandarin (Antioxidant), Lemonade Passionfruit (Total-V), Goji Black Cherry (Shape), Pink Berry Citrus (Power), Blue Raspberry (Fit) and Kiwi Lime (Active). Every bottle of Skinny Water® has key electrolytes, antioxidants, vitamins and has zero calories, zero sugar, zero sodium, and no preservatives, with 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 nine great tasting flavors that include Acai Grape Blueberry, Raspberry Pomegranate, Orange Cranberry Tangerine, Peach Mango Mandarin and Lemonade Passionfruit, and as part of its 'Sport' line: Goji Black Cherry, Pink Berry Citrus, Blue Raspberry and Kiwi Lime. For more information, visit www.SkinnyWater.com & www.facebook.com/skinnywater.

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.