



Don McDonald  
CFO  
Skinny Nutritional Corp.  
3 Bala Plaza East, Ste. 101  
Bala Cynwyd, PA 19004  
610-784-2000 ext. 103  
[Don@SkinnyCo.com](mailto:Don@SkinnyCo.com)

## **FOR IMMEDIATE RELEASE**

### **Skinny Nutritional Corp. Adds Accomplished Hollywood Producer to Its Board of Advisors**

BALA CYNWYD, Pa.—April 12, 2010--(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 Barry Josephson has accepted an invitation to serve on Skinny Nutritional Corp.'s Board of Advisors. This is part of an initiative to strengthen the current board with key business leaders. Mr. Josephson has already been instrumental in introducing Skinny Water to the Hollywood community, and the Company looks forward to Mr. Josephson's assistance as it seeks to become a lifestyle brand.

Barry Josephson is a 20-year veteran in the entertainment industry with a wealth of diverse experience in film, television and music. He has established mainstream success through numerous motion pictures, television series and specials across a variety of genres. As President of Josephson Entertainment, Josephson's business acumen is derived from the various positions he has held ranging from a successful Talent Manager to President of Production at Columbia Pictures.

"I believe that Skinny Water is poised to become a premiere enhanced-water and sports drink and I'm fully committed to help the company in its efforts to obtain the right celebrity endorsements and entertainment integration this year," says Josephson. "I am looking forward to working with the company's management team to help them achieve their goals. The Skinny brand has the potential to attract meaningful attention across many platforms and I am excited to have the opportunity to be part of its growth."

Currently, Barry Josephson is the executive producer of the top-rated hit Fox television show *Bones* and his recent feature credits include the \$340 million worldwide box office grossing Disney hit *Enchanted*. Before embarking on full time producing duties, Josephson was President of Worldwide Production for Columbia/Sony Pictures. During his tenure, Josephson oversaw production of successful features, including *Men in Black*, *Air Force One*, *In the Line of Fire* and *the Fifth Element*.

Josephson is also a founding member of Comic Relief, the fundraiser hosted by Robin Williams, Billy Crystal and Whoopi Goldberg, the comedy concert which has raised millions of dollars to aid the plight of the homeless. He is an active advocate of animal rights and sponsors The Cesar & Ilusion Millan

Foundation for rescued pets. Josephson also held pivotal roles in the following organizations: the HBO Aspen Comedy Festival; the Commitment to Life Benefit (Supporting AIDS Project Los Angeles); The NHL Entertainment Board and the 12 year running Heart of Austin Film Festival for screenwriters.

The Skinny Water® lineup features six great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Goji Fruit Punch (Shape), Lemonade Passionfruit (Total-V), Peach Mango Mandarin (XXX-Detox), and Orange Cranberry Tangerine (Wake Up). Every bottle of Skinny Water® has key electrolytes, antioxidants, vitamins and has zero calories, sugar, sodium, 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 six great tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit. Skinny Nutritional Corp. also expects to launch additional branded products, including Skinny Sport®, and other Skinny branded beverages. For more information, visit [www.SkinnyWater.com](http://www.SkinnyWater.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.