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## **FOR IMMEDIATE RELEASE:**

### **San Diego is Getting in Shape with Skinny Water**

*San Diego Beverage Group to Distribute Skinny Water to Entire San Diego Area*

**BALA CYNWYD, Pa.—November 3, 2009** [Skinny Nutritional Corp. \(OTC BB: SKNY.OB\)](#), the maker of Skinny Water® and a leader in the zero-calorie enhanced water category, announced today that Skinny Water’s availability in Southern California will now include San Diego through distributor, San Diego Beverage Group, a division of Markstein Beverage Company.

With its parent company having over 90 years experience in the beverage industry, San Diego Beverage Group recently entered into the “New Age” beverage category, with Skinny Water as its premier beverage. As a well-respected and established distributor, San Diego Beverage Group will play an integral role in creating opportunities to present Skinny Water to California’s second largest market with San Diego’s population of 1.3 million.

Both Skinny Water and San Diego Beverage Group will focus their efforts on introducing Skinny Water to their current accounts as well as establishing new relationships with outlets including supermarkets, convenience stores, health facilities and spas.

“San Diego Beverage Group understands and embraces “good for you” products. They recognize that Skinny Water is not only great-tasting and good for you, but also see the brand positioned as a complement to the enhanced water category and enabling retailers to bring additional consumers to this segment. Further, Skinny Water is a way for retailers to bring additional consumers to this segment.” says Michael DiOrio, Vice President of DSD Sales (West) for Skinny Nutritional Corp.

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 calcium,

potassium, and EGCG 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<sup>®</sup>, a zero-calorie, zero-sugar, zero-sodium and zero-preservative enhanced water. 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 Tea<sup>®</sup>, 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.