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FOR IMMEDIATE RELEASE

**Skinny Water® and ACME Markets Launch
“Get Started with Skinny” Contest with Pat Croce**

ACME shoppers have a chance to win a personal training session with Pat Croce and \$1,000 Gift Certificate to ACME

BALA CYNWYD, Pa.—February 19, 2009--- [Skinny Nutritional Corp.](#) ([OTCBB: SKNY](#)) ACME shoppers get ready to “Get Skinny” and get in shape because from February 20th, 2009 to March 20th, 2009, ACME shoppers have a chance to win a personal training session with Pat Croce and \$1,000 gift certificate to ACME Markets. 2nd Prize is a 1-year membership to LA Fitness Center and 3rd Prize will be a Skinny Water Fitness Kit awarded to 5 lucky ACME shoppers. The kit includes a Skinny Yoga Mat, Skinny Workout Towel, Skinny Workout Shirt and 5 cases of great tasting Skinny Water®.

By simply using your ACME SuperCard, shoppers will automatically be enrolled for a chance to win the grand prize, a personal workout session with Pat Croce and \$1,000 gift certificate to ACME Markets.

Skinny Water® is a great way to jump-start you to get back into shape and who better than Pat Croce to motivate you and train you like a pro. Look for Pat Croce/Skinny Water banners in all participating ACME Markets and enroll now to win.

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 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 Passionfruit Lemonade. Skinny Nutritional Corp. also expects to launch additional branded products, including Skinny Tea[®], Skinny Shakes[®], Skinny Java[™], and other Skinny branded beverages. For more information, visit 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.