



Press Contact:

Jackie Zima
Account Supervisor
Gregory FCA
27 West Athens Avenue,
Ste. 200
Ardmore, Pa. 19003
Main: 610-228-2138
Jackie@GregoryFCA.com

Company Contact:

Don McDonald
President and CEO
Skinny Nutritional Corp.
3 Bala Plaza East
Ste. 117
Bala Cynwyd, Pa. 19004
610-784-2000
Don@SkinnyCo.com

FOR IMMEDIATE RELEASE

Skinny Nutritional Corp. Signs Distribution Agreement with L T Verrastro

Skinny Water® to be distributed through L T Verrastro's network of more than 1,700 retailers including Wegmans, Turkey Hill, Weis markets, and more

BALA CYNWYD, Pa.—September 8, 2008—Skinny Nutritional Corp. (OTC BB: SKNY.OB), the exclusive worldwide marketer and distributor of Skinny Water®, today announced the company has entered an agreement with beverage distributor L T Verrastro, for the Northeastern Pennsylvania region, which includes the Scranton, Wilkes-Barre, and Pocono Mountain areas. This is the 11th beverage distribution agreement that Skinny has signed since launching the product in May.

“We are excited to add L T Verrastro to our family of beverage distributors,” says Don McDonald, CEO and President of Skinny Nutritional Corp. “L T Verrastro adds an additional 1,700 distribution points in the Northeastern Pennsylvania region and we are excited to expand Skinny Water’s availability in this area.”

L T Verrastro, a privately owned company that has been in business in Pennsylvania since 1967, currently distributes Coors Light, Corona, Red Bull Energy Drink, Arizona Ice Tea, Tropicana and Fiji. The company will begin distribution for Skinny Water throughout supermarket stores, convenience stores, drug stores, fitness clubs, and restaurants. Some of these

include Wegmans, Weis markets, Turkey Hill, Joe's Quik Markets, and Penn Marts. Each 16-oz. bottle of Skinny Water will be available at a suggested retail price of \$1.49 to \$1.99.

"We are very selective of the non-alcoholic beverages that we distribute," says Leonard Verrastro, Vice President of L T Verrastro. "We found Skinny Water interesting because of the young audience it reaches and the product's success in the Philadelphia market. We are excited to take on a great-tasting, zero-calorie beverage for our customers and to be the first to build the Skinny brand here in our market."

The Skinny Water lineup features five flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Goji Fruit Punch (Shape), Passionfruit Lemonade (Total-V), and Peach Mango Mandarin (XXX-Detox). Every bottle of Skinny Water has clinically proven ingredients to boost metabolism and control appetite.

All Skinny Waters have three key ingredients: Super CitriMax[®], ChromeMate[®], and EGCG. Super CitriMax includes Calcium that promotes fat burning and bone density, and Potassium that maintains cellular hydration. ChromeMate[®] promotes normal energy metabolism and helps maintain healthy blood sugar levels, and EGCG, a green tea extract, helps keep metabolism high.

For more information about Skinny Nutritional Corp. or Skinny Water, please contact Jackie Zima at 610-228-2138, 215-534-2973 (mobile), or write to Jackie@GregoryFCA.com.

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 multi-functional water that helps aid in weight loss. Skinny Water comes in five great tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry Pomegranate, and Passionfruit Lemonade. Skinny Water[®] is the first functional water in the market that contains three key ingredients, Super CitriMax[®] and ChromeMate[®] and EGCG, a green tea extract, which have been clinically proven to help aid in weight loss. Skinny Nutritional Corp. will also be launching Skinny Tea[®], Skinny Shakes[®], Skinny Java[™] and other Skinny branded beverages. For more information, visit www.SkinnyWater.com.

ABOUT L T VERRASTRO

L T Verrastro was formed in 1967 to distribute Coors Light and other various beverages to their customers in Pennsylvania throughout the Scranton, Wilkes-Barre and Pocono region. L T Verrastro has established 1,700 routes that cover seven counties in Pennsylvania. L T Verrastro currently services 900,000 customers. For more information, visit www.ltverrastro.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.

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