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Skinny Nutritional Corp. Signs Distribution Deal with Logan Beverage

Skinny Water® to be distributed through Logan Beverage network of 600 accounts in 16 counties throughout central Pennsylvania

FOR IMMEDIATE RELEASE

BALA CYNWYD, Pa.—September 16, 2008—Skinny Nutritional Corp. (OTC BB: SKNY.OB), the exclusive worldwide marketer and distributor of Skinny Water®, today announced the company has entered into an agreement with beverage distributor Logan Beverage, for the central Pennsylvania region, including Blair, Bedford, Huntington and Centre. This is the fourth beverage distribution agreement that Skinny Nutritional Corp. has signed in the state of Pennsylvania, which now provides statewide distribution for Skinny Water from Philadelphia to Pittsburgh since launching the product in May.

“We are excited to partner with Logan Beverage which brings 26 years of experience to introduce Skinny Water to the central Pennsylvania region,” says Don McDonald, CEO and President of Skinny Nutritional Corp. “This is an important distribution agreement and we believe Logan can help grow Skinny Water’s distribution, brand recognition and sales. Penn State University also falls within Logan’s territory and we feel this is perfect timing now that we’re in tailgating season.”

Logan Beverage, a privately owned company that has been in business since 1982, currently distributes industry leading beverages including Red Bull Energy Drink, Samuel Adams, Straub, Seagrams, Tradewinds Tea, Arizona Ice Tea and Yoo-hoo. Logan will distribute

all five great-tasting flavors of Skinny Water to all distribution points including Giant Eagle, Weis markets, Sheetz, Turkey Hill, Walmart and Sam's Club. Each 16-oz. bottle of Skinny Water will be available at a suggested retail price of \$1.49 to \$1.99.

“We are thrilled to team up with Skinny to initiate consumer awareness of a new zero-calorie water to our distribution network of 16 counties,” says Leah Hamer, Vice President of Logan Beverage. “We have seen Skinny Water gain market share and shelf space in the Philadelphia region and are determined we can do the same in our area. We have brought a number of healthy and trendy brands to our market such as Red Bull and believe a zero-calorie water is the next hottest beverage consumers are looking for.”

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 LOGAN BEVERAGE

Logan Beverage is a privately owned company that was formed in 1982 to distribute a variety of beverages in the central Pennsylvania region. Logan Beverage has established 600 accounts that cover 16 counties including Blair, Bedford, Huntington and Centre.

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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