

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
Chief Financial Officer
Skinny Nutritional Corp.
3 Bala Plaza East, Ste. 101
Bala Cynwyd, Pa. 19004
610-784-2000
Don@SkinnyCo.com

FOR IMMEDIATE RELEASE

Skinny Nutritional Corp. Enters Into New England

Addition of six new distributors increases total network to 26 distributors serving over 8,600 distribution points in 12 states

BALA CYNWYD, Pa.—January 14, 2009—[Skinny Nutritional Corp.](#) (OTCBB: [SKNY](#)) today announced six new distribution agreements in New England, including the Boston Metropolitan market. These agreements also provide broad coverage of the New England states, opening 8,600 new distribution points, including [7-Eleven](#), [Stop & Shop](#), [Cumberland Farms](#) that will increase the Company's total number of distribution points to over 35,000.

Premium Beverage Distributors, a division of Great State Beverages Inc. (Hooksett, N.H. and Mattapoisett, Mass.), Bellevance Beverage Co. (Nashua, N.H.), [Farrell Distributing](#) (South Burlington, Vt.), New Hampshire Distributors Inc. (Concord, N.H.), Rogo Distributors (East Hartford, Conn.), [G & G Beverage Distributors, Inc.](#) (Wallingford, Conn.) will be carrying all five great-tasting Skinny Water flavors—and distributing them to consumers through convenience stores, grocery stores, drug stores, work-out facilities, salons, and spas throughout the New England area. With the addition of these distributors, Skinny's national network has grown to 14 major Anheuser-Busch and 26 total distributors.

“We are pleased to add New England, particularly Boston, to the growing list of major markets penetrated since launching Skinny Water less than a year ago,” says Ron Wilson, President and CEO of Skinny Nutritional Corp. “Universities, recreation areas, and ski and summer resorts are homes to consumers with a natural affinity for the healthy

lifestyle offered by [Skinny Nutritionals](#)' zero-calorie, multi-functional water. And these distribution agreements bring Skinny Water to the largest regional supermarkets and retailers in New England. We are continuing to grow our national distribution network by offering major beverage distributors the leading product in the fast growing zero-calorie functional beverage segment of the overall industry.”

“Skinny Water will make a great addition to our line of premium, non-alcoholic beverages,” says Ron Fournier, VP of Sales for Great State Beverages. “Consumers are counting calories, reading labels and buying products like Skinny Water that provide real nutritional benefits. We believe we can make a major splash in our market by placing Skinny Water on the shelves of well-known major retailers.”

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). 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 moving.

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. For investor inquiries, please contact Joe Hassett at (610) 228-2110 or write to JoeH@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[®]; ChromeMate[®]; and EGCG, a green tea extract—which have been clinically shown to help aid in weight loss. 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.

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