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**FOR IMMEDIATE RELEASE**

**Skinny Nutritional Corp. Announces Agreement  
with Snapple Distributor, Seaview Beverage**

*Seaview Beverage will distribute Skinny Water® throughout Ocean, Burlington, and Monmouth Counties in New Jersey*

**BALA CYNWYD, Pa.—November 6, 2008—**[Skinny Nutritional Corp. \(OTC BB: SKNY.OB\)](#), the exclusive worldwide marketer and distributor of [Skinny Water®](#), announced today a distribution agreement with Seaview Beverage, a Snapple distributor in central New Jersey that has a network of over 1,500 retail accounts. This is the 17<sup>th</sup> distribution agreement that Skinny has signed since launching the product in May. Skinny Water is now available for sale to a total of more than 25,000 retail accounts and growing across the country.

“We are thrilled to introduce Skinny Water to our market,” says Bob Mooney, General Manager of Seaview Beverage. “We believe Skinny Water is the next best stuff on earth, and consumers will be all over a zero-calorie, flavored water.”

Seaview Beverage has been in business for 19 years, and currently distributes industry leading beverages including Snapple, Stewarts, Fiji, Mystic, and Yoo-Hoo. Seaview Beverage will distribute all five great-tasting flavors of Skinny Water to all distribution points, including Acme, Shop Rite, Wawa, and Foodtown, to name a few key accounts. Each 16-ounce bottle of Skinny Water will be available at a suggested retail price of \$1.49 to \$1.99.

“Our deal with Seaview strengthens our distribution in the New Jersey market with a very experienced distributor,” says Don McDonald, President and CEO of Skinny Nutritional Corp. “Seaview allows us to service and distribute to key accounts like Wawa, Shop Rite, and Acme, to name a few core retailers in the Philadelphia and New Jersey region.”

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<sup>®</sup>, ChromeMate<sup>®</sup>, and EGCG. Super CitriMax includes calcium that promotes fat burning and bone density, and potassium that maintains cellular hydration. ChromeMate<sup>®</sup> 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](mailto:Jackie@GregoryFCA.com).

#### **ABOUT SKINNY NUTRITIONAL CORP.**

Headquartered in Bala Cynwyd, Pa., Skinny Nutritional Corp. is the exclusive worldwide distributor of Skinny Water<sup>®</sup>, 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<sup>®</sup> is the first functional water in the market that contains three key ingredients, Super CitriMax<sup>®</sup> and ChromeMate<sup>®</sup> 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<sup>®</sup>, Skinny Shakes<sup>®</sup>, Skinny Java<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.

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