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FOR IMMEDIATE RELEASE

Skinny Nutritional Corp. Signs Distribution Agreement with SPIKE Beverage, LLC.

Skinny Water® to be distributed through SPIKE Beverage LLC across the state of Arizona.

BALA CYNWYD, Pa.—October 3, 2008—[Skinny Nutritional Corp.](#) (OTC BB: SKNY.OB), the exclusive worldwide marketer and distributor of [Skinny Water®](#), today announced the company has signed a beverage distribution agreement with SPIKE LLC. (Tucson, Ariz.), which will cover the entire state of Arizona. [SPIKE Beverage LLC](#) has been nationally recognized for its innovative business model and trend-setting product portfolio which will now include [Skinny Water®](#). This is the second deal on the west coast and the 14th distribution agreement since launching the product this May.

"We are pleased to add Skinny Water to our great portfolio and look forward to the growth opportunities behind this brand," said Kimberly Clements, Managing Member of SPIKE Beverage LLC.

SPIKE Beverage delivers retail outlets across Arizona. The company will start distribution for Skinny Water this month. Each 16-ounce bottle of Skinny Water will be available at a suggested retail price of \$1.49 to \$1.99.

"We are very excited to partner with SPIKE Beverage to introduce Skinny Water," says Don McDonald, CEO and President of Skinny Nutritional Corp. "Their distribution is very unique because SPIKE covers the entire state of Arizona. They deliver to virtually every supermarket and convenience store and we could not ask for better coverage in this 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 SPIKE BEVERAGE, LLC.

SPIKE Beverage LLC delivers liquid refreshment throughout Arizona. The innovative beverage company is based in Tucson and distributes to all retail channels within the state. For more information about SPIKE Beverage and its full line of beverages please visit www.spikebeverage.com. For media inquiries, please contact Michelle Fisher, Media Relations Coordinator, SPIKE Beverage, michellef@spikebeverage.com or (520) 882-2435.

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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