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FOR IMMEDIATE RELEASE

Skinny Water Joins Brad Paisley's H2O Tour --- As Official Co-Sponsor of "Water World Plaza"

BALA CYNWYD, Pa.—June 17, 2010--(BUSINESS WIRE)--[Skinny Nutritional Corp.](#) (OTCBB:SKNY), the maker of Skinny Water® and a leader in the zero-calorie enhanced water category, announced today that Skinny shall be the Official/Exclusive "Water" and "Enhanced Flavored Water," and Co-Sponsor of "Water World Plaza" of the "*Brad Paisley H2O Tour*," taking place between May, 2010 and February, 2011 in amphitheaters and arenas across the U.S. and abroad.

As such, Skinny Nutritional intends to sponsor a series of national and local retail, media and sweepstakes promotions at Target Stores nationally and participating regional retailers around Paisley's *H2O Tour* shall take place, and Skinny shall be on-site as an official co-sponsor of the "Water World Plaza," a central area to the *H2O Tour*. During the tour, fans on-site and online shall be invited to sample product and "*Show Your Skinny*," for a chance to win signed artist memorabilia, "Meet & Greets" with Brad Paisley, and to receive seat upgrades, courtesy of Skinny Water throughout the tour.

This relationship was created based upon the success, personality and image of Brad Paisley, and the natural play-on-words of his current activity -- a hot current single titled "Water" and the new tour called the *H2O Tour*. "It's like they were speaking to us! At a time when we are looking to take the Skinny brand national, and with the retailer interest, especially in Brad and his Tour, we believe that this affiliation is truly an exciting "game changer" for our product and our company," says Skinny's Chairman, Michael Salaman.

ABOUT BRAD PAISLEY

Paisley is a consummate singer, songwriter, guitarist and entertainer, which has earned him three Grammy Awards, 13 Academy of Country Music (ACM) Awards and 13 Country Music Association (CMA) Awards. He has released eight critically acclaimed studio albums and has accumulated sales of more than 10 million units. His most recent album, *American Saturday Night*, was ranked as *Time* magazine's No. 1 album of 2009 in any music genre. Paisley's most recent single, "American Saturday Night," was his 16th No. 1 — the last 12 of which were consecutive. Paisley's innovative and entertaining tours have consistently placed in the Top 5 in Pollstar for attendance, and his 2009 *American Saturday Night* tour played to nearly 1.2 million fans in eight months.

ABOUT SKINNY NUTRITIONAL CORP.

Headquartered in Bala Cynwyd, Pa., Skinny Nutritional Corp., the creators of Skinny Water®, a zero-calorie, zero-sugar, zero-sodium and zero-preservative enhanced water with key electrolytes, antioxidants, and vitamins. Skinny Water comes in nine great-tasting flavors that include Acai Grape Blueberry, Peach Mango, Mandarin, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit, and as part of its 'Sport' line: Blue Raspberry, Pink Berry Citrus, Goji Black Cherry and Kiwi Lime. Skinny Nutritional Corp. also plans to launch additional 'Skinny' branded beverages. For more information, visit www.SkinnyWater.com & www.facebook.com/skinnywater

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.