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FOR IMMEDIATE RELEASE

**Skinny Nutritional Corp. Announces Agreement
with Anheuser-Busch Distributor Harrison Beverage**

Skinny Water[®] to be distributed through Harrison Beverage's network of over 7,000 retailers including convenient stores, grocery stores, drugs stores, restaurants, fitness centers, spas, and Atlantic City casinos, and more

BALA CYNWYD, Pa.—May 29, 2008—[Skinny Nutritional Corp.](http://www.SkinnyNutritionalCorp.com) (OTC BB: [SKNY.OB](http://www.SKNY.OB)), the exclusive worldwide marketer and distributor of [Skinny Water[®]](http://www.SkinnyWater.com), today announced the company has entered an agreement with [Anheuser-Busch](http://www.AnheuserBusch.com) (NYSE: [BUD](http://www.BUD)) distributor [Harrison Beverage](http://www.HarrisonBeverage.com) for the Philadelphia tri-state area and Southern New Jersey region. This is the second distribution deal and the second Anheuser-Busch agreement since launching the product.

Skinny Water is now available to a growing market of almost 6 million consumers with more than 7,000 distribution points throughout Pennsylvania, New Jersey, Delaware, and Maryland.

“Beer distributors are continuously looking to leverage the growing health and wellness industry, and ship more non-alcoholic premium products,” says Don McDonald, President and CEO of Skinny Nutritional Corp. “Skinny Water is the ideal product for any distributor looking to expand their market.”

Harrison Beverage will begin distribution for the new, zero-calorie, flavored water this month through convenient stores, drug stores, salons and spas, fitness centers, grocery stores, restaurants, and Atlantic City casinos. Each 16-9-ounce bottle of Skinny Water will be available at a suggested retail price of \$1.49 to \$1.99.

“Due to the rapid growth and demand for enhanced water beverages, we chose Skinny Water as the product for our customers and consumers,” says Brett Matik, President of Harrison Beverage. “We believe that the next-generation of Skinny Water has great taste and appeal that consumers have been looking for, giving us clear advantage with our distribution points.”

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 is clinically proven to suppress appetite and improve weight loss by 350 percent. 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.

The company has positioned Skinny Water as a national brand, and is implementing a roll-out strategy designed to foster consumer awareness and brand development.

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 HARRISON BEVERAGE

Headquartered in Pleasantville, New Jersey, Harrison Beverage has been a beer distributor for over 50 years and New Jersey's leading Anheuser-Busch distributor in sales trends. The company distributes over 125 brands of alcoholic and non-alcoholic beverages including Anheuser-Busch products, Heineken, InBev, Nestle Waters, Function, Teany, Victory Brewing and Skinny Water products.

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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