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FOR IMMEDIATE RELEASE

Skinny Water[®] Field Set To Be New Home of St. Paul Saints

Skinny Nutritional Corp. Partners with The Goldklang Group on a Stadium Naming Rights Promotion

BALA CYNWYD, Pa. & FLORHAM PARK, NJ—July 9, 2008—[Skinny Nutritional Corp.](http://www.skinnywater.com) (OTC: [BB SKNY](http://www.bb-sknny.com)), the exclusive worldwide distributor of [Skinny Water[®]](http://www.skinnywater.com), announced today that they have reached a one week stadium naming rights agreement with [The Goldklang Group](http://www.goldklang.com), turning Midway Stadium, the home of the Saints, into Skinny Water Field.

Skinny Water Field is set to be unveiled at a promotion from August 3-9, 2008. Skinny Water will be branded throughout the ballpark for that entire week. All facets of a typical stadium rights deal will be condensed into one week, with the addition of multiple new and creative twists on the concept. The team will sport new Skinny uniforms for their new stadium sponsor. In addition, fans will see the Skinny logo branded into the outfield, zero's around the pitcher's mound and home plate symbolizing the product's 'zero calorie, zero sugar, zero guilt' theme, and sampling the five Skinny Water products. In addition, the St. Paul Saints will run Skinny Water television and radio ads the week of the promotion.

During the 2007 season, the Saints set an all-time single-season record with an attendance of 297,834 averaging 6,205 fans a game which put them at 102.2 percent capacity at Midway Stadium. Along with setting the single-season mark, the Saints also set a single-game record for

attendance with attendance with 9,312 fans on July 6th. The Saints began their second stint in St. Paul in 1993 and are currently in their 16th season.

“We are excited about the partnership with The Goldklang Group and the popular St. Paul Saints and believe that by immersing the Skinny Water brand on and within the stadium will create a memorable and lasting impression on the thousands of attendees and millions of viewers,” says Don McDonald, President and CEO of Skinny Nutritional Corp. “We want consumers to feel great about themselves when they drink Skinny Water and we can’t think of a venue better than minor league baseball to accomplish this.”

“Our group set out to create a truly unique opportunity for one of our corporate partners. Skinny Water asked us to develop a way to increase awareness of their product while simultaneously allowing them to promote their brand with a major splash,” says Tyler Tumminia, Vice President of Integrated Marketing for The Goldklang Group. “Spawned from the recent and extremely fluid craze of naming rights within the industry, we developed a plan to condense such a deal into one home stand. Skinny will enjoy a “full throttle” promotional and branding platform at their own stadium for the week, and shall have the ability to educate thousands of fans about their water.”

Skinny Water anticipates this initiative can be used with other Minor League Baseball teams and with other stadiums throughout the country

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.

For more information about Skinny Water, please contact Jackie Zima at (610) 228-2138, (215) 534-2973 (mobile) or write to Jackie@GregoryFCA.com. To view photos of Skinny Water, please visit: <http://tinyurl.com/6cwvt2>.

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 THE GOLDKLANG GROUP

The Goldklang Group is a sports entertainment consulting and management firm. The Group provides operational consulting and management services in all areas relating to sports franchise and event acquisition, promotion and operation. The principals in the Group are Marvin Goldklang and Mike Veeck. Goldklang is a noted owner and operator of several highly successful minor league baseball franchises, Chairman of M.S. Goldklang and Company, a New Jersey-based merchant banking firm, and a limited partner in the Yankees. Veeck is a noted public speaker and author, as well as an owner and operator of minor league baseball clubs that continually are recognized nationally for their promotional innovation and financial success. www.goldklanggroup.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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