

**Press Contact:**

Jackie Zima  
Account Supervisor  
Gregory FCA  
27 West Athens Avenue Ste. 200  
Ardmore, Pa. 19003  
Main: 610-228-2138  
[Jackie@GregoryFCA.com](mailto:Jackie@GregoryFCA.com)

**Company Contact:**

Don McDonald  
President and CEO  
Skinny Nutritional Corp.  
3 Bala Plaza East, Ste. 117  
Bala Cynwyd, Pa. 19004  
610-784-2000  
[Don@SkinnyCo.com](mailto:Don@SkinnyCo.com)

**FOR IMMEDIATE RELEASE**

**Skinny Nutritional Corp. Posts a 600+ % Revenue Increase in the  
2008 Third Quarter as compared to the 2007 Third Quarter**

*Third Quarter revenue increase attributed to new product launch and expanded  
distribution*

**BALA CYNWYD, Pa.—November 14, 2008—**[Skinny Nutritional Corp. \(OTCBB:  
SKNY.OB\)](http://www.otcbb.com/quote/SKNY.OB), today announced results for the third quarter ending September 30, 2008. Revenues for the third quarter of 2008 totaled \$970,593, compared to \$134,761 for the same quarter in 2007. Revenue for the nine months ended September 30, 2008 totaled \$1,193,635, compared to \$195,503 for the first nine months of 2007.

The increase in revenue for the quarter and nine month period are primarily attributable to the Company's successful launch of its new product [Skinny Water®](#) in May 2008. The lineup features five Skinny Water 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). All five flavors of nutritionally enhanced beverages have ZERO calories, ZERO sugar, ZERO carbs and ZERO sodium. Skinny Water was developed to compete in the growing market for enhanced beverages with the added benefits of ZERO calories and good taste.

Since the product launch, the Company has successfully attracted regional distributors and retail chains to market its product line to consumers. To date, the Company has agreements with 20 regional distributors in three separate regions (East Coast, Mid West and West Coast), reaching approximately 25,000 accounts. Eleven distributors were added in the third quarter. These agreements include Anheuser-Busch,

Miller-Coors, Red Bull and Snapple distributors. Some of the retail chains which carry the product include Target, 7-Eleven, SuperValu Acme Markets, Wawa Food Markets, Lukoil Kwik Farm stores, Hess Express and Shop Rite to name a few.

“Our financial results in the third quarter and first nine months of the year are direct result of Skinny Water’s increased distribution and growing popularity among consumers,” says Don McDonald, President & CEO of Skinny Nutritional Corp. “There are a lot of dynamics in the beverage market today. Consumers’ tastes are shifting to healthier beverages and big beverage companies are acquiring brands, which creates an opportunity for Skinny Water to be distributed by independent distributors. Retailers are recognizing enhanced beverages as a new category and are expanding available shelf space.”

McDonald continues, “As we finish 2008 and look ahead to 2009, we are focused on helping our distributors get authorizations from the supermarket, drug and convenience chains in their territories, and continuing to increase distribution and adoption of Skinny Water in our target markets.”

As of September 30, 2008, the total of current assets less current liabilities has improved to \$385,358 compared to a deficit of (\$1,530,218) at December 31, 2007.

Operating expenses for the quarter ended September 30, 2008 were \$1,816,246 as compared to \$999,330 for the same quarter in 2007. Operating expenses for the nine months ended September 30, 2008 were \$2,764,018 as compared to \$2,806,889 for the nine months ended September 30, 2007. These costs primarily consisted of marketing expense to introduce the new Skinny Water flavors, along with the cost of hiring additional sales staff and a non-cash expense of \$707,415 associated with the grant of employee stock options.

For the quarter ended September 30, 2008, net loss was \$1,477,110 compared to a net loss for the same quarter in 2007 of \$934,703. For the nine months ended September 30, 2008, net loss was \$2,479,076 as compared to \$2,837,715 for the same period in 2007.

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>; ChromeMate<sup>®</sup>; and EGCG, a green tea extract—which have been clinically shown to help aid in weight loss. Skinny Nutritional Corp. also expects to launch additional branded products, including 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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