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FOR IMMEDIATE RELEASE

Skinny Nutritional Corp Enters International Licensing Agreement For Its Brand Skinny Water® In the Countries of Brazil, Argentina and Costa Rica

BALA CYNWYD, PA.—**March 22, 2011** [Skinny Nutritional Corp.](#) ([OTC BB: SKNY.OB](#)) the maker of Skinny Water® and a leader in the zero-calorie enhanced water category, announced today that they have entered into a licensing agreement of ‘Skinny Water’ for the countries of Brazil, Argentina, and Costa Rica. This transaction is the first international license of the Skinny Water trademark for the purpose of manufacturing, distributing and marketing ‘Skinny Water’ in countries outside the United States.

With the total combined populations of Brazil, Argentina, and Costa Rica approximating 230 million, this licensing agreement with G&K Enterprises represents the company’s effort to create brand awareness and availability to a targeted demographic that we believe will desire to have access to healthier beverage options. In addition, Brazil will be hosting both the 2014 FIFA World Cup and 2016 Summer Olympics. Skinny Nutritional believes that with the world focusing its attention on Brazil, both events present a great opportunity to expose additional millions around the world to Skinny Water.

Under this agreement, Skinny Nutritional Corp. will receive a royalty per case sold in consideration of its grant of the licenses to its trademark, formula and branding.

Michael Salaman, CEO for Skinny Nutritional Corp states “We are excited to announce the first license of our Skinny Water brand for Brazil, Argentina and Costa Rica. With such a sizable population, Skinny Water will be marketed to a consumer base that is untapped for our beverage line. We believe the Skinny Water brand and taste profile is well-positioned and will resonate well with this consumer base. Furthermore, we believe that the Skinny Water brand will resonate in numerous markets around the world and we intend to pursue opportunities to further license the brand internationally.”

The Skinny Water® lineup features eight great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Orange Cranberry Tangerine (Wake Up) and Lemonade Passionfruit (Total-V) and as part of its 'Sport' line: Blue Raspberry (Fit), Pink Berry Citrus (Power), Goji Black Cherry (Shape) and Kiwi Lime (Active). Every bottle of Skinny Water® has key electrolytes, antioxidants, and vitamins and has zero calories, sugar, and sodium, and no preservatives, with all natural colors and flavors.

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 eight great-tasting flavors that include Acai Grape Blueberry, Raspberry Pomegranate, Orange Cranberry Tangerine, and Lemonade Passionfruit (Total-V) and as part of its 'Sport' line: Blue Raspberry, Pink Berry Citrus, Goji Black Cherry and Kiwi Lime (Active). Skinny Nutritional Corp. also expects to launch additional branded products, including Skinny Smoothies®, and other Skinny branded beverages. For more information, visit www.SkinnyWater.com and 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.