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FOR IMMEDIATE RELEASE

Skinny Water® was Featured on the National CBS Early Show

BALA CYNWYD, Pa. November 4th, 2011 [Skinny Nutritional Corp. \(OTC BB: SKNY.OB\)](#), the maker of Skinny Water®, understood all along the power of the word 'Skinny'. The company who markets the first *true* "Zero" (calories, sugar, sodium) enhanced-water, was a featured product in [The Early Show's](#) story on 'Skinny' as a buzz word that aired on November 3rd, 2011. In the CBS segment, Taryn Winter Brill reviewed everything 'Skinny' from jeans to lattes. During the piece, Skinny Water® was shown on an end-cap display at the Target on 116th St. in Harlem, NY.

The buzz word 'Skinny' has been popping up everywhere in the media and as a selling point for consumer goods. Skinny Nutritional Corp. has leveraged the popularity of the word and is committed to growing their brand portfolio to provide a variety of healthy beverages, snacks and ready to buy alcohol all under the Skinny trademark. The company owns an assortment of Skinny trademarks that include Skinnytinis®, Skinny Tea® and Skinny Snacks.

Skinny is a state of mind and Skinny Water® helps put a positive spin on the word, by marketing a line of beverages that strips away excess calories, sugar, sodium and carbohydrates providing consumers a guilt-free option.

For product samples, media interviews and all brand inquiries, please reach out to Lindsey Field at Lindsey@skinnyco.com. Skinny Water® is a perfect addition to your holiday weight loss promotions, diabetes awareness alerts and fitness initiatives. Video footage and product photos upon request.

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, and as part of its 'Sport' line: Blue Raspberry, Pink Berry Citrus, Kiwi Lime and Goji Black Cherry. Skinny Nutritional Corp. also expects to launch additional Skinny branded beverages and snacks. For more information, visit www.SkinnyWater.com and www.facebook.com/skinnywater.

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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.