



DON McDONALD
CFO
SKINNY NUTRITIONAL CORP.
3 BALA PLAZA EAST, STE. 101
BALA CYNWYD, PA. 19004
610-784-2000 EXT. 103
DON@SKINNYCO.COM

FOR IMMEDIATE RELEASE

SKINNY WATER® COMES TO ALL 520 STOP & SHOP® AND GIANT SUPERMARKETS

Massachusetts, Rhode Island, Connecticut, New Hampshire, New York, New Jersey, and Maine all have the Skinny® on Great Taste and Zero Calories

BALA CYNWYD, PA. OCTOBER 20, 2009--- [SKINNY NUTRITIONAL CORP.](#) ([OTCBB: SKNY](#)), the makers of Skinny Water® and leader in the zero calorie enhanced water category, today announced the company has been authorized for sale in both Stop & Shop® and Giant® supermarkets. Skinny Water will be available in all Stop & Shop and Giant's 520 locations. Skinny Water also has regional authorizations with Acme Markets®, Giant Food Supermarkets®, Shaw's® and others. The total number of chain-authorized stores now is over 3,000.

"Being on the shelves of Stop and Shop and Giant supermarkets is an important step for Skinny Water" says Ron Wilson, CEO of Skinny Nutritional Corp.® "Consumers everywhere are looking for a great tasting drink that doesn't have all the sugar and calories that many of the other beverages on the market have. Between Stop and Shop and Giant®, their 520 stores in 7 states will provide a great number of those people with exactly what they are looking for."

The Skinny Water lineup features six great tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Orange Cranberry Tangerine (Wake Up) Goji Fruit Punch (Shape), Lemonade Passionfruit (Total-V), and Peach Mango Mandarin (XXX-Detox). Every bottle of Skinny Water has calcium, potassium, and

EGCG and has zero calories, sugar, sodium, no preservatives, and 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. Skinny Water comes in six great tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit. Skinny Nutritional Corp. also expects to launch additional branded products, including Skinny Tea[®], and other Skinny branded beverages. For more information, visit www.SkinnyWater.com.

About Stop & Shop

The Stop and Shop Supermarket Company, based in Quincy, Mass., employs more than 59,000 associates and operates stores throughout Massachusetts, Connecticut, Rhode Island, Maine, New Hampshire, New York and New Jersey. For more on Stop & Shop, visit www.stopandshop.com.

About Giant Food

Giant Food LLC, headquartered in Landover, MD, Operates 182 supermarkets in Virginia, Maryland, Delaware and the District of Columbia, and employs approximately 21,000 associates. Included within the 182 stores are 163 full-service pharmacies. For more on Giant, visit www.giantfood.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.