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FOR IMMEDIATE RELEASE

Skinny Nutritional Corp. Expands in Southern California with Anheuser-Busch Distributor, Straub Distributing Co.

BALA CYNWYD, Pa. July 12, 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 it has entered into a distribution agreement with Straub Distributing Co. As a result of this agreement, the Company's line of Skinny Water® zero-calorie enhanced beverages will be distributed by Straub Distributing Co. throughout Southern California territories including the major metropolitan areas of Los Angeles, Orange County and San Diego. As an Anheuser-Busch (NYSE:BUD) distributor, Straub distributes hundreds of alcoholic and non-alcoholic brands. The addition of Straub Distributing accelerates Skinny Water's expansion efforts in Southern California. Skinny Water is currently authorized in over 600 chain retail stores in Southern California, including Target, Albertsons, Vons (Safeway), Gelsons and Vincente Markets. Skinny Water is available in over 14,400 stores nationwide.

Straub Distributing Co. has over 60 years experience servicing alcoholic and non-alcoholic beverage accounts in Southern California. Their experience and expertise will help present Skinny Water to retailers and millions of residents in Southern California. Michael Salaman, Chairman of Skinny Nutritional Corp. stated "With our relationship with Straub, we are confident that Skinny will now be able to further its growth through a superior distribution network in this market. Skinny Water's line up of great-tasting zero-calorie beverages will be a big hit with the health-conscious consumers of Southern California. We see growth coming from our current chain business in this market and will be targeting additional accounts from gyms to salad shops to healthier for you accounts. Due to our existing chain authorizations in Southern California, we anticipate that Straub will be able to get off to a running start with over 600 retail authorizations in hand."

Bob Adams, Vice President of Straub Distributing Co. also stated “We are looking forward to introducing Skinny Water to our customers. We think that Skinny Water is the type of healthy beverage that will appeal to our health-conscious consumers. The fact that Skinny Water is already approved in over 600 stores in our territory gives us a great head-start.”

Skinny Nutritional Corp. and Straub Distributing Co. are both excited to continue the expansion efforts throughout Southern California by securing new accounts, and participation in joint promotions through retail outlets.

The Skinny Water® lineup features eight great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Lemonade Passionfruit (Total-V), Orange Cranberry Tangerine (Wake Up) and as part of its ‘Sport’ line: Blue Raspberry (Fit), Pink Berry Citrus (Power), Kiwi Lime (Active) and Goji Black Cherry (Shape). 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, 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. 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.