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FOR IMMEDIATE RELEASE

SKINNY WATER PARTNERS WITH TOWN SPORTS INTERNATIONAL *THE NEW YEAR 'GET FIT CHALLENGE'*

BALA CYNWYD, PA—December 23rd, 2010- 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 Skinny Nutritional will be promoting their Skinny Water line of products in high-end sports clubs to kick-off the New Year. An exciting program with Town Sports International will launch in January to jump start an aggressive marketing plan that Skinny Water is rolling out for the New Year. [Town Sports International](#), the company that owns and operates New York Sports Clubs, Boston Sports Clubs, Washington Sports Clubs and Philadelphia Sports Clubs, has 157 gyms in the Northeast and mid-Atlantic regions. Each TSI Sports Clubs location will support Skinny Water® samplings, promotion and advertising. TSI has partnered with Skinny Nutritional for the its 'Get Fit Challenge' as yet another way for Skinny Water® to encourage fitness and exercise with their consumer base. For Skinny Water®, marketing partnerships are a key element to increasing consumer and brand awareness and will continue to be a focus for the brand's marketing initiatives for 2011.

With New Year's Resolutions of fitness and weight-loss in the forefront of many Americans' minds, running a 'Get Fit Challenge' is an ideal program to launch in January. Skinny Water® created a 'text-in' promotional program where participants can enter to win a Sports Clubs membership, personal training sessions, nutritional consultation, grocery gift card and Skinny Water® -! The 'Get Fit Challenge' will be displayed in Skinny Water's® retail partners such as Acme, Shoppers and Grstedes, each Sports Clubs' digital screens and Skinny Water's Facebook page and TSI's website. This strategic relationship will allow Skinny Water® to promote their product to TSI's members at the clubs, as well as on the corporate website. Skinny Water® will be providing product in each market for key events at select Sports Clubs to create trial, educate on the brand and drive sales to retail partners.

Driving trial is a major initiative for Skinny Nutritional to grow the Skinny Water® brand. "Although the enhanced-water category is highly competitive, we are confident our taste sets our brand apart from competition. Having an opportunity to put a cold Skinny Water® in the hands of consumers during their workout is a perfect scenario" claims Michael Salaman, CEO and Chairman of Skinny Nutritional Corp. The Skinny Water® brand offers unique flavor combinations and each 0 calorie, 0 sugar, 0 sodium and 0 carbohydrate bottle, has a variety of vitamins, nutrients and electrolytes. Skinny Water® promotes healthy, active life-styles and will continue to creatively align themselves with strategic partners. "Life is a workout, Live the Skinny Life".

The Skinny Water® lineup features nine great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Lemonade Passionfruit (Total-V), Peach Mango Mandarin (XXX-Antioxidant), Orange Cranberry Tangerine (Wake Up) and part of its 'Sport' line: Blue Raspberry (Fit), Pink Berry Citrus (Lean), 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 nine great tasting flavors that include Acai Grape Blueberry, Raspberry Pomegranate, Orange Cranberry Tangerine, Peach Mango Mandarin, Lemonade Passionfruit, Goji Black Cherry, Pink Berry Citrus, Kiwi Lime and Blue Raspberry. 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.

ABOUT TOWN SPORTS INTERNATIONAL

New York-based Town Sports International Holdings, Inc. (NASDAQ:CLUB) is a leading owner and operator of fitness clubs in the Northeast and mid-Atlantic regions of the United States and, through its subsidiaries, operated 157 fitness clubs as of September 30, 2010, comprising 108 New York Sports Clubs, 25 Boston Sports Clubs, 18 Washington Sports Clubs (two of which are partly-owned), six Philadelphia Sports Clubs, and three clubs located in Switzerland. For more information on TSI, visit <http://www.mysportsclubs.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.