



Michael Salaman
Chairman of the Board
Skinny Nutritional Corp.
3 Bala Plaza East, Ste. 101
Bala Cynwyd, PA 19004
610-784-2000 ext. 102
Michael@SkinnyCo.com

FOR IMMEDIATE RELEASE

Tarik Ferron Promoted to Vice President of DSD Sales for Skinny Nutritional Corp

BALA CYNWYD, PA. -May 6, 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 Tarik M. Ferron has been promoted to Vice President of DSD Sales for Skinny Nutritional Corp. from his previous position of Mid-Atlantic Regional Sales Manager. Ferron brings with him over 15 years in the beverage industry.

Mr. Ferron attended Drexel University where he entered the industry with a co-op with food brokerage firm, R.L. Fitzwater. After his time with Fitzwater, Tarik moved on to Philadelphia Coca Cola Bottling Company where he spent over 10 years in both operations and sales.

Coming on board with Skinny Water in 2008, Tarik has spent the last 3 years developing and strategically exposing the Skinny Water Brand to various markets, as well as cultivating key business relationships with distributors. Prior to his appointment, previous positions within the Company include Tarik as Regional Sales Manager covering Pennsylvania & New Jersey, a territory increase to the Mid-Atlantic States, then expanding to New York, and eventually New England. As the Vice President of DSD Sales, Tarik is now responsible for strengthening our current organization of distributors and completing the national distribution network for Skinny Water.

Michael Salaman, CEO for Skinny Nutritional Corp states “Tarik has the leadership qualities and initiative to handle the demands of both the distributor and retailer network. Skinny Nutritional Corp today operates 47 distributor relationships and over 50 retailer relationships. Tarik has played a critical role in Skinny Water’s growth and we are very proud to have Tarik on our team as we continue our expansion throughout the United States.”

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, Goji Black Cherry, and Kiwi Lime. 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.

