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FOR IMMEDIATE RELEASE

Skinny Water Continues Expansion in the New England Market: Now Available at All 190 Tedeschi Food Shops Store Locations

BALA CYNWYD, PA.—**May 11, 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 Skinny Water will be available at all 190 Tedeschi Food Shops store locations, increasing Skinny Water's footprint in New England. With the addition of these stores, Skinny Water is now available in 7,486 retail locations nationwide.

Headquartered in Rockland, Massachusetts, Tedeschi Food Shops has been serving the New England states of Massachusetts, New Hampshire, Rhode Island, and Connecticut since 1923, establishing it as one of New England's most-trusted convenience store chains. With a tight-knit community of over 2,000 associates, Tedeschi's continues their decades-long tradition of providing its customers legendary service and vast selection of grocery and household items, taking great pride in their past, but also keenly focused on their future.

Joseph Gisondi, VP of National Retail Sales for Skinny Water stated "As consumers search for 'healthier-for-you-beverages', Skinny Water's latest authorization at Tedeschi's will now allow the on-the-go consumers to experience the great taste of Skinny Water across New England. Skinny Water will be a great complement to the line of beverages that Tedeschi's now providing to its customers. We are proud to offer New England residents another retailer to purchase their Skinny Water on the go".

Skinny Water® and Tedeschi's Food Shops look forward to building and cultivating their relationship and brand awareness, through various advertising mediums. This includes circular/ad sales, displays, sampling events, and joint promotions.

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 branded products, including Skinny Smoothies®, and other Skinny branded beverages. For more information, visit www.SkinnyWater.com and www.facebook.com/skinnywater.

ABOUT TEDECHI FOOD SHOPS

Headquartered in Rockland, Massachusetts, Tedeschi Food Shops has been serving New England communities since 1923, establishing it as one of New England's most-trusted convenience store chains. With a tight-knit community of over 2,000 associates, Tedeschi's continues their decades-long tradition of providing its customers legendary service and vast selection of grocery and household items, taking great pride in their past, but also keenly focused on their future. For more information, visit: www.tedeschifoodshops.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.