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FOR IMMEDIATE RELEASE

Skinny Water® is “Tops” in the New York Market

The addition of Tops Friendly Markets® solidifies Skinny Water’s presence in upstate New York

BALA CYNWYD, PA. –December 7, 2009 [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 is now available at all 76 Tops Friendly Markets® locations.

This addition to the Skinny Water retail family continues to reinforce and expand brand awareness as we focus on our efforts on retail chain sales.

Since its inception in the 1960s, Tops Friendly Markets continues to be the premier supermarket chain serving residents of Western New York, Central New York, including Rochester and Buffalo as well as areas of Northwestern Pennsylvania, operating 76 full-service supermarkets.

Both Skinny Water® and Tops Friendly Markets look forward to building and cultivating their relationship and brand awareness, through various advertising mediums. This includes ad sales, displays, sampling events, and joint promotions.

Joseph Gisondi, Vice President of Retail Sales of Skinny Nutritional Corp. stated “Skinny Water is delighted to have partnered with Tops Friendly Markets in upstate New York. We believe their consumers have been waiting for such a brand and we intend to meet their expectations with a Zero Calorie, Zero Sugar, Zero Sodium, and great-tasting enhanced water. We are excited to hear the feedback from their customers and are honored to be part of the Tops Friendly Markets family.”

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

Tops Markets, LLC, is headquartered in Williamsville, NY and operates 76 full-service supermarkets – 71 company-owned and five franchise locations. With over 10,000 associates, Tops is the leading full-service grocery retailer in Western New York, Central New York, including Rochester, and Northwestern Pennsylvania. As part of Tops’ culture of “Living Here, Giving Here,” approximately \$14 million is donated annually to local, charitable organizations. For more information about Tops Markets, visit the company's web site at www.topsmarkets.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.