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FOR IMMEDIATE RELEASE

Skinny Nutritional Corp. Continues to Strengthen Southern California Distribution with Agreement with Trent Beverages

Distribution Territory Includes Kern, Riverside, Imperial and San Bernardino

BALA CYNWYD, Pa. August 26, 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 Trent Beverages. As a result of this agreement, the Company's line of Skinny Water zero-calorie enhanced beverages will be distributed by Trent Beverages in the Southern California counties of Kern, Riverside, Imperial, and San Bernardino –the largest county in the United States. Trent Beverages currently distributes national brands such as Hint Water, Pop Chips, Nestlé, Gleukos, Marley Relaxing Beverages, and Xing Tea, to name a few. This addition will help meet the rapidly increasing demand for Skinny Water in Southern California, as well as introduce Skinny Water to thousands of new accounts. Skinny Water is now available in over 14,600 retail chain locations nationwide.

Headquartered in Palm Desert, Ca, Trent Beverages possesses over 100 years of combined experience across the country with emphasis on building boutique brands from the ground up. Highly selective, they specialize in distributing Premium functional brands that promote healthy lifestyles. With warehouses located in Palm Desert, Riverside, and Bakersfield, Trent Beverages is well poised to service current and future Skinny Water accounts in the Southern California area.

Bruce Trent, President of Trent Beverages stated "We are very excited to be partnering with The Skinny Water Company. It's taken them a while to get out to the West Coast, but it looks like it is going to prove to be worth the wait. Their marketing support and their chain authorizations thus far has been fantastic and we look forward to seeing what they come up with next."

Skinny Nutritional Corp. and Trent Beverages 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.

ABOUT TRENT BEVERAGES

Headquartered in Palm Desert, Ca, Trent Beverages possesses over 100 years of combined experience across the country with emphasis on building boutique brands from the ground up. Highly selective, they specialize in distributing Premium functional brands that promote healthy lifestyles. With warehouses located in Riverside and Bakersfield, Trent Beverages services the Southern California areas of Kern, Riverside, Imperial and San Bernardino. For additional information, visit: www.trentbeverages.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.