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## **FOR IMMEDIATE RELEASE**

### **Skinny Water's Zero Calories, Zero Guilt, Zero Dollar Gas Giveaway**

*Skinny Water Joins 190-Convenience Store Chain Village Pantry to Offer Drivers  
FREE GAS and FREE Skinny Water*

BALA CYNWYD, PA –September 1, 2010 Skinny Nutritional Corp. (OTCBB: SKNY.OB), the exclusive worldwide distributor of Skinny Water, today announced a distribution and promotional relationship with Village Pantry, which sells Marathon-branded fuels and has 190 convenience stores in Indiana, Ohio and Michigan. Under this distribution and promotional relationship, four great-tasting flavors of Skinny Water will be available at approximately 135 stores in the Indianapolis market. To launch this new relationship, Skinny Nutritional Corp., and Village Pantry retailers will hold a ‘Zero Dollars Gas Giveaway’ on September 1, 2010.

Skinny Nutritional Corp. will be hosting this launch event at the Village Pantry location at 8772 East 96<sup>th</sup> Street, Fishers, IN 46037-9628 today, September 1<sup>st</sup> from 11am-2pm. Village Pantry and Skinny Nutritional will be giving away free gasoline and free bottles of Skinny Water to all drivers from 12pm to 1pm. Skinny Nutritional Corp. will be ceremoniously changing the station signage, which is close to \$3.00 a gallon, to \$0.00 for regular grade of gas for this introductory launch event of the Zero-Calorie, Zero Sugar, Zero Sodium, Zero Guilt Skinny Water.

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, Peach Mango, Mandarin, 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 plans to launch additional 'Skinny' branded beverages. For more information, visit [www.SkinnyWater.com](http://www.SkinnyWater.com) & [www.facebook.com/skinnywater](http://www.facebook.com/skinnywater).

**ABOUT VILLAGE PANTRY**

Village Pantry is a subsidiary of VPS Store Group with operates 382 convenience stores in the Southeast and Midwest under the names Scotchman, Young's Li'l Cricket Convenience Stores and Next Door Stores. This Also includes two truck stops: Wilmington Auto/Truck Stop and Derrick Truck Stop. For more information, visit [www.worsley.com](http://www.worsley.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.