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FOR IMMEDIATE RELEASE

Skinny Water Continues Market Saturation of New York City *Now Available in all 64 Waldbaums Store Locations*

BALA CYNWYD, Pa. ___ September 2, 2010 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 in all 64 Waldbaums store locations in New York City and Long Island. The supermarket chain addition of Waldbaums places the amount of store locations in the New York City area carrying Skinny Water to over 500 locations, an indication of steady retail penetration in the most competitive market in the U.S.

A subsidiary of The Great Atlantic and Pacific Tea Company (A & P; [NYSE: GAP](#)), Waldbaums' first store location was established in Brooklyn, NY in 1904. Since then, it has expanded into a chain of 64 full-service supermarket store locations, with many of them also including pharmacies. Currently operating under the A & P banner of stores, Waldbaums is part of an organization with a proven track record of operating successful retail supermarket chains with 429 stores in the United States.

Joseph Gisondi, VP of Retail Sales stated, "Waldbaums is an ideal supermarket chain for Skinny Water consumers to find us in the New York Market. This once again shows our commitment to increase our presence in the New York Metro Area. We are excited to have Waldbaums carry Skinny Water and anticipate that their support will help Skinny Water increase its market share."

Both Skinny Water® and Waldbaums 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.

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 as 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 & www.facebook.com/skinnywater.

ABOUT WALDBAUMS

Headquartered and operating under the A & P banner of stores in Montvale, NJ Waldbaums began as a single store-front location in Brooklyn, NY in 1904. Waldbaums currently operates 64 stores in New York City and Long Island. For more information, visit www.waldbaums.com.

ABOUT A & P

Since 1859, The Great Atlantic & Pacific Tea Company Inc. (A&P) [NYSE:GAP](http://www.nyse.com/quote/NYSE:AAP) has fulfilled the shopping needs of families throughout North America with freshness, quality, variety and value. With corporate headquarters in Montvale, N.J., A&P operates 429 stores in the United States under 6 retail banners which include conventional supermarkets, food and drug combination stores, discount food stores, and several in-store Health Clinics. A&P employs 48,000 associates, and their concentrated scope of operations is in: Connecticut, Massachusetts, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia & the District of Columbia. Annualized sales volume is approximately \$8.8 billion for its most recently concluded fiscal year. The Great Atlantic & Pacific Tea Company today looks forward to a future of continued service to its customers, communities and employees throughout North America. For more information, visit <http://aptea.com/company.asp>.

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.