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FOR IMMEDIATE RELEASE

Skinny Water® Now Available at all 164 Weis Markets Locations

BALA CYNWYD, Pa. —September 15, 2010 Skinny Nutritional Corp. ([OTC BB: SKNY.OB](http://OTCBB: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 164 Weis Markets located throughout New York, Pennsylvania, New Jersey, Maryland and West Virginia. Skinny Water is now available in over 5,800 stores around the country.

Joe Gisondi, VP of National Retail Sales of Skinny Nutritional Corp. stated "Weis Markets is a tremendous opportunity for Skinny Water, as they're not just selling Skinny Water, they're helping us introduce and build the Skinny brand to millions of households in key Mid-Atlantic states."

Both Skinny Water® and Weis 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.

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 WEIS MARKETS

Based in Sunbury, Pennsylvania, Weis Markets, Inc. operates 164 stores in New York, Pennsylvania, New Jersey, Maryland, and West Virginia. With the tireless efforts of over 18,000 associates, Weis Markets continues to offer their customers great selection, unparalleled customer service, and through their socially-conscious initiatives by being an active supporter of local charitable organizations, causes and efforts. For more information, visit www.weismarkets.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.