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FOR IMMEDIATE RELEASE

Women's Health Magazine Recognizes Skinny Water as One of 125 Best Foods For Women

Skinny Water Chosen Out of Field of 46,000 Supermarket Items

BALA CYNWYD, Pa.—November 5, 2010 Skinny Nutritional Corp. (OTCBB:SKNY), the maker of Skinny Water® and a leader in the zero-calorie enhanced water category, announced today that Skinny Water has been recognized by Women's Health magazine as one of the 125 Best Packaged Foods for Women in its current (November 2010) issue. With a circulation of over 1.5 million readers, Women's Health magazine is one of the most respected magazine publications that focus on topics surrounding women's health and fitness.

Presented as the 'Ultimate Good-For-You' items guide, the list was compiled by a panel of four expert nutritionists: Karen Ansel, R.D., Maureen Callahan, R.D., Lisa Drayer, R.D., and Kerry Neville, R.D. who analyzed over 46,000 supermarket items. Their mission was to provide *WH* readers a comprehensive list of supermarket items that can assist them in achieving and maintaining their health and fitness goals. What makes Skinny Water's recognition by Women's Health magazine significant is not only the fact that Skinny Water was selected from a field of 46,000+ relevant supermarket items, but that Skinny Water is one of only seven beverages that made the list. Considering the extensive array of beverages currently in the marketplace, the recognition of Skinny Water as a premier beverage is a distinguished one.

The acknowledgement by Women's Health magazine is a significant achievement for Skinny Nutritional Corp., as it solidifies our position as the pioneer and leader of the zero-calorie, zero-sugar, zero-sodium, enhanced beverage market movement. Our decision to develop Skinny Water was based upon the recognized needs of health-conscious consumers who were looking for great-tasting, fundamentally-sound, healthy beverages as an alternative to traditionally sugar and calorie-laden ones with little to no nutritional value. Our inclusion on such a list is valuable as it helps introduce Skinny Water to the rapidly-increasing population of educated health-conscious consumers, as a premier healthy beverage choice. This also creates an additional opportunity to be introduced and

embraced by consumers that wouldn't necessarily have been exposed to Skinny Water by traditional means.

Women's Health magazine readers fall within our target demographic as Skinny Nutritional Corp. positions Skinny Water as a great tasting, multi-functional beverage to help supplement health and calorie-conscious consumers' on-the-go healthy lifestyles. In addition to Skinny Water's trademark great taste, what also appeals to consumers and nutritionists alike is that Skinny Water contains zero calories, zero sugar, zero sodium, and with electrolytes, antioxidants and vitamins.

This is the second time Skinny Water's been recognized by Women's Health Magazine. Skinny Water's first appearance was the May 2009 issue of Women's Health magazine in the aptly-titled article 'WH Tests It: Weight-loss Waters'. Skinny Water was prominently featured as one of only six recognized beverages.

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. For more information, visit www.SkinnyWater.com and www.facebook.com/skinnywater.

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.