



Don McDonald
CFO
Skinny Nutritional Corp.
3 Bala Plaza East, Ste. 101
Bala Cynwyd, PA 19004
610-784-2000 ext. 103
Don@SkinnyCo.com

FOR IMMEDIATE RELEASE

Skinny Water[®] Available at Fry's Food Stores

ARIZONA.— **March 8, 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 currently available at all 120 Fry's Food Store locations throughout Arizona.

Serving the diverse communities of Arizona since 1960, Fry's Food Stores continues to offer its customers great selection, low prices and friendly service. This is attributed in part to the dedication and commitment of their nearly 18,000 employees. As a division of The Kroger Corporation, Fry's is one of the largest supporters of local charitable organizations, causes and efforts.

Both Skinny Water[®] and Fry's 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 six great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Goji Fruit Punch (Shape), Lemonade Passionfruit (Total-V), Peach Mango Mandarin (XXX-Detox), and Orange Cranberry Tangerine (Wake Up). Every bottle of Skinny Water[®] has calcium, potassium, and EGCG and has zero calories, sugar, sodium, 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. Skinny Water comes in six great-tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit. Skinny Nutritional Corp. also expects to launch additional branded products, including Skinny Tea[®], and other Skinny branded beverages. For more information, visit www.SkinnyWater.com.

ABOUT FRY'S FOOD STORES

Fry's Food Stores is headquartered in Tolleson, Ariz. The company employs nearly 18,000 Arizona residents. The 120 Fry's Food Stores service more than two million customers per week. This year, Fry's celebrates 50 years of serving Arizonan's with fresh food at famous low prices. Fry's Food Stores is a proud member of the Kroger Co. based in Cincinnati, Ohio. For more information, visit the company's Web site at www.frysfood.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.