



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 Now Available at All Fairway Market Locations in New York and New Jersey

BALA CYNWYD, Pa.—October 12, 2009 [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 at all Fairway Market grocery stores.

Servicing the residents of New York and New Jersey since the 1940s, Fairway Market transformed from a fruit and vegetable grocery store into a “high-end, low price specialty store”. This transformation is attributed to each previous generation’s determination to cultivate the vision of offering the best grocery selection in a warm, friendly atmosphere.

Besides being a fixture in the communities they serve, one of Fairway Market’s many accolades include being recognized by Specialty Food Magazine as one of the country’s ‘Six Outstanding Specialty Food Retailers’ as well as ‘Consumer Deal of the Year’ by M & A Magazine.

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 introducing 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 FAIRWAY MARKET

With over 2000 current employees, Fairway Market currently has five locations throughout New York and New Jersey, with a highly-anticipated sixth store opening at the end of this year in Westchester County, NY, as well as a seventh location in Stamford, Connecticut, and an eighth in Douglaston, NY. For more information, please visit www.fairwaymarket.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.