



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 Kings Supermarkets

Addition expands Skinny Water's retail chain presence in New Jersey and Long Island, NY

BALA CYNWYD, PA. —JANUARY 5, 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 at all 23 Kings Supermarket and 2 Fresh Ideas store locations.

Considered an upscale grocery store chain, Kings Supermarkets have been serving North New Jersey and Long Island communities for over 70 years, offering an unparalleled selection of quality foods and beverages.

Both Skinny Water® and Kings Supermarkets 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 KINGS SUPERMARKETS, INC.

Kings Supermarkets, Inc. is headquartered in Parsippany, NJ with 23 store locations and 2 locations under the Fresh Ideas name. It is one of the leading supermarket chains in Northern New Jersey, also servicing Long Island. For more information about Kings Supermarkets, visit the company's web site at www.kingswebsite.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.