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FOR IMMEDIATE RELEASE

Skinny Water® Debuts in New England at Nearly 200 Shaw's locations

Customers can find Skinny Water® at Shaw's in Maine, Massachusetts, Rhode Island, New Hampshire, Connecticut and Vermont

BALA CYNWYD, PA. MARCH 30, 2009--- [SKINNY NUTRITIONAL CORP.](#) ([OTCBB: SKNY](#)), the exclusive worldwide marketer and distributor of Skinny Water®, today announced the company has entered into an agreement with Shaw's. Skinny Water will be available in Shaw's in April. In addition to nationwide authorization at Target, Skinny also has regional authorizations with ACME Markets, Giant Food Supermarkets, Redner's and others. The total number of chain-authorized stores now is over 2,000.

"Shorts and bathing suit season is just around the corner!" says Ron Wilson, CEO of Skinny Nutritional Corp. "Skinny Water is a great choice for millions of healthy consumers in New England who want flavor and nutrients without the calories or guilt."

Shaw's, a SuperValu company, has been a staple of the New England area for 143 years. Throughout the six New England states, there are more than 210 store locations employing approximately 30,000 associates. SuperValu Inc. is one of the largest companies in the United States grocery channel with 2,500 retail grocery locations holding leading market positions.

The Skinny Water lineup features six great tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Orange Cranberry Tangerine (Wake Up) Goji Fruit Punch (Shape),

Lemonade Passionfruit (Total-V), and Peach Mango Mandarin (XXX-Detox). Every bottle of Skinny Water has calcium, potassium, and EGCG and has zero calories, sugar, sodium, no preservatives, and all natural colors and flavors.

About Skinny Nutritional Corp.

Headquartered in Bala Cynwyd, Pa., Skinny Nutritional Corp. is the exclusive worldwide distributor 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[®], Skinny Shakes[®], Skinny Java[™], and other Skinny branded beverages. For more information, visit www.SkinnyWater.com.

About Shaw's

Shaw's, Osco and Star Markets are a division of SUPERVALU INC. Throughout the six New England states, there are more than 210 store locations employing approximately 30,000 associates. SUPERVALU INC. is one of the largest companies in the United States grocery channel with 2,500 retail grocery locations holding leading market positions. SUPERVALU also provides distribution and related logistics support services to more than 5,000 grocery retail endpoints across the country. SUPERVALU currently has approximately 200,000 employees. For more information, please visit www.shaws.com or <http://www.supervalu.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.