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FOR IMMEDIATE RELEASE

**Skinny Nutritional Corp. and Lukoil Americas Form
Partnership to Introduce Skinny Water in the Philadelphia
region**

*Zero-Calorie Skinny Water to launch in Philadelphia with “Zero” Gasoline Event
introducing all five flavors and Pat Croce’s new “Hi-Energy” Skinny Water*

BALA CYNWYD, Pa.—May 19, 2008—[Skinny Nutritional Corp.](http://www.skinnycorp.com) (OTC:BB SKNY),

the exclusive worldwide distributor of [Skinny Water](http://www.skinnycorp.com), announced today a distribution and promotional partnership with Lukoil Americas, which places all five great-tasting flavors of Skinny Water in stores at over 120 locations in the Philadelphia region. Lukoil Americas is a wholly-owned subsidiary of Lukoil Oil Company, which is one of the leading oil companies in the world. Lukoil Americas proudly flies the flags of its two premier brands LUKOIL and Getty Markets, with retail outlets in over 13 states and 2,000 locations.

“The partnership with Lukoil is our first major convenience store chain in the Philadelphia region to carry Skinny Water in their stores,” says Don McDonald, President of Skinny Nutritional Corp. “As part of our mass distribution plan for Philadelphia, the

Lukoil Kwik Farm stores gives us a single serve 'grab on the go' cold sale. We will be doing sampling and co-promotions with Lukoil throughout the summer to drive both retail sales and local brand awareness for Skinny Water.”

“We at Lukoil are excited about being able to offer Skinny Water, the next generation of enhanced water at our locations,” says George Wilkins, Brand Manager for Lukoil Americas. “We are always looking for partnerships with products that will add value to our retailers and have value to our customers. Skinny Water does that.”

McDonald adds, “The launch of Skinny Water in Philadelphia is a promotion that ties in with the Skinny Water brand perfectly. Zero calories, zero sugar, and zero guilt is the company’s branding message so adding zero gasoline is a perfect tie in to bring attention and brand awareness to Skinny Water.”

Skinny Nutritional Corp. will be holding a launch event at Lukoil on Delaware Avenue and Spring Garden this Tuesday, May 20th. Cars are sure to be lined up for blocks as the company will give away free (zero dollar) tanks of gas and free bottles of Skinny Water to all drivers on May 20th. Drivers can refuel their cars, slim down their bodies, and meet local Skinny Water spokesperson Pat Croce, the Skinny girls, and the zero’s, Skinny Water’s newly created mascots for the brand. Pat Croce will be ceremoniously changing the signage, which is close to \$4.00 a gallon, to zero across all grades of gas for this introductory launch event of the zero-calorie, zero sugar skinny water.

The Skinny Water lineup features five great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Goji Fruit Punch

(Shape), Passionfruit Lemonade (Total-V), and Peach Mango Mandarin (XXX-Detox). Every bottle of Skinny Water curbs appetite, and each flavor has a specific functional benefit that includes antioxidants, multi-vitamins, and energy.

All Skinny Waters have three key ingredients: Super CitriMax[®], ChromeMate[®], and EGCG. Super CitriMax is clinically proven to suppress appetite and improve weight loss by 350 percent, and includes calcium that promotes fat burning and bone density, and potassium that maintains cellular hydration. ChromeMate[®] promotes normal energy metabolism and helps maintain healthy blood sugar levels, and EGCG, a green tea extract, helps keep metabolism moving.

Each 16.9-ounce bottle of Skinny Water will be available at a suggested retail price of \$1.49-\$1.99. The company has positioned Skinny Water as a national brand, and is implementing a roll-out strategy designed to foster consumer awareness and brand development.

For more information about Skinny Nutritional Corp. or Skinny Water, please contact Jackie Zima at 610-228-2138, 215-534-2973 (mobile), or write to Jackie@GregoryFCA.com.

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 multi-functional water that helps aid in weight loss. Skinny Water comes in five great tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry Pomegranate, and Passionfruit Lemonade. Skinny Water[®] is the first functional water in the market that contains three key ingredients, Super CitriMax[®] and ChromeMate[®] and EGCG, a green tea extract, which have been clinically proven to help aid in weight loss. Skinny Nutritional Corp. will also be launching Skinny

Tea[®], Skinny Shakes[®], Skinny Java[™] and other Skinny branded beverages. For more information, visit www.SkinnyWater.com.

ABOUT LUKOIL AMERICAS

Lukoil Americas is a wholly-owned subsidiary of Lukoil Oil Company, which is one of the leading oil companies in the world. Lukoil Americas proudly flies the flags of its two premier brands LUKOIL and Getty. Lukoil's presence continues to grow throughout mainstream U.S. Markets. Currently, Lukoil Americas has a significant presence with over 2,000 retail facilities in over 13 states.

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.

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