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FOR IMMEDIATE RELEASE

Skinny Nutritional Corp. Announces Agreement with Red Bull Energy Drink Distributor Power-Pak Beverage

Skinny Water[®] to be distributed through Power-Pak Beverage network of over 4,000 retailers, including supermarkets, convenience stores, drugs stores, fitness clubs, and restaurants

BALA CYNWYD, Pa.—July 15, 2008—[Skinny Nutritional Corp.](#) ([OTC BB: SKNY.OB](#)), the exclusive worldwide marketer and distributor of [Skinny Water[®]](#), today announced the company has entered into an agreement with [Red Bull Energy Drink](#) distributor [Power-Pak Beverage](#) in the Southeastern Pennsylvania region. This is the fifth distribution deal since launching the product this year.

Skinny Water is now available to a growing market of almost 4.5 million consumers, with more than 4,000 distribution points throughout the central and northeast region of Pennsylvania encompassing 15 counties.

“We’re pleased to add Power-Pak beverage to our growing lineup of distributors to help grow the Skinny Water brand and the sales efforts in the state of Pennsylvania,” says Don McDonald, President and CEO of Skinny Nutritional Corp. “We believe Power-Pak has the experience and distribution network to help meet consumer demand just as they did with the well-recognized Red Bull Energy Drink.”

Power-Pak Beverage, a privately owned company that has been in business in Pennsylvania since 2001, currently distributes Red Bull Energy Drink, Pennsylvania Dutch Birch

Beer, Herbal Mist Tea and Virgil's Rootbeer. The company will begin distribution for Skinny Water throughout supermarket stores, convenience stores, drug stores, fitness clubs, and restaurants. Some of these include 7-Eleven, Hess Express, Wawa, ACME, Walgreens, and Rite Aid. Each 16-oz. bottle of Skinny Water will be available at a suggested retail price of \$1.49 to \$1.99.

“We are excited to add Skinny Water to our distribution network due to consumer demand and rapid growth since it launched this year in Philadelphia,” says Doug Stetler, President of Power-Pak Beverage. “Skinny Water has been well-received in this area, and we have a proven track record of expanding this product further with our distribution network of over 4,000 retail accounts.”

The Skinny Water lineup features five 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 has clinically proven ingredients to boost metabolism and control appetite.

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. Super CitriMax 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. EGCG, a green tea extract, helps keep metabolism high.

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[®]; 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 POWER-PAK

Power-Pak Beverage was formed in 2001 to distribute Red Bull Energy Drink and other various beverages to their customers in Pennsylvania. The company is a customer-oriented company and strives to achieve excellent customer service to each and every client they service. Power-Pak Beverage has 41 established routes that cover 15 counties in Pennsylvania. Power-Pak currently services 4,611 customers.

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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