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FOR IMMEDIATE RELEASE

Skinny Nutritional Corp. Moves into Northern California

Addition of 7-Up Distributor in Modesto Increases California Penetration

BALA CYNWYD, Pa.—February 10th, 2009--- [Skinny Nutritional Corp.](#) (OTCBB: SKNY) today announced a new distribution agreement in Northern California, servicing eleven counties around Modesto in the Central Valley. This agreement with Varni Brothers Corporation complements existing distribution agreements bringing the total to 27 distributors.

Varni Brothers Corporation has been in business since 1933 and has been bottling and distributing Seven-Up since 1936. Some of the other nonalcoholic brands they distribute are Hansen's, Canada Dry, Snapple, Rockstar, A&W, Sunkist, RC Cola and Welch's. Some of Varni's current customers include O'Brien's Markets, Save Mart Supermarkets, Cost Less Markets, Centro Markets, Pedesto's and Raley's. Skinny Water will be distributed from Varni's three warehouses in Stockton, Modesto and Fresno.

"Varni Brothers is a great partner for Skinny Nutritional Corporation in California," says Ron Wilson President and CEO of Skinny Nutritional Corp. "Their long history in the non-alcoholic beverage business and their relationships with chain stores in their territory will get Skinny Water[®] launched successfully in this market"

"We can't wait to get started," says Tony Varni, President of Varni Brothers Corporation. "We are looking forward to providing this refreshing, ZERO calorie beverage to the people of the Central Valley".

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).

For more information about Skinny Nutritional Corp. or Skinny Water, please contact Don McDonald at 610-784-2000 ext. 103, or write to Don@skinnyco.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 enhanced water. 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 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.

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.