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FOR IMMEDIATE RELEASE

**Zero-Calorie Skinny Water[®] Now Available in 130 SuperValu
Acme Markets**

*Skinny Water[®] distribution expands to Acme Markets in Pennsylvania, New Jersey,
Delaware and Maryland available to more than 3.2 million households*

BALA CYNWYD, Pa.—August 6, 2008—People get skinny at the gym, now they can get Skinny at Acme Markets. [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 [Acme Markets](#), the leading food and drug retailer in the Philadelphia area.

“Acme Markets is a tremendous opportunity for Skinny Water,” says Don McDonald, CEO and President of Skinny Nutritional Corp. “We look forward to building the relationship and supporting Acme any way we can and we’re thrilled that Acme is really getting behind the Skinny brand. They aren’t just selling Skinny, they’re helping us build the Skinny brand, and ensure Skinny Water will be exposed to millions of consumers in the tri-state area and beyond.”

Acme Markets, a SuperValu company, has been a Philadelphia staple since it’s beginnings in 1891. The leading food and drug retailer currently operates 130 supermarket locations in Pennsylvania, New Jersey, Delaware and Maryland.

Acme will drive the Skinny brand through advertisements with Pat Croce in Acme's circular, with pallet displays for the new item launch, as well as on the shelf in the enhanced water section, and through joint promotions.

"Skinny Water is the perfect 'fit' for Acme Markets," says Eve Gigis, Category Manager of CSD/Beverage for Acme Markets. "Acme is the leader in grocery innovation, with a first to market strategy by carrying new products for our customers. We look forward to partnering with Skinny Nutritional and building the Skinny Water brand."

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 contains 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 ACME MARKETS

Acme Markets, a SUPERVALU company, operates 130 stores in Pennsylvania, New Jersey, Delaware and Maryland, employing over 16,000 associates. With a market-leading position in the Delaware Valley, Acme offers consumers fresh and convenient supermarket solutions, in addition to services such as Sav-on Pharmacies at select locations. Established in 1891, the company and its associates remain committed to the communities they serve, contributing more than \$4 million each year to a variety of local charitable causes. For more information about Acme, please visit www.acmemarkets.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.

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