

Skinny Nutritional Corp. Opens the South-Atlantic Market with Beverage Network of Maryland

Skinny Water Now Available in Baltimore, Md, Washington, D.C., and Northern Virginia region

BALA CYNWYD, Pa. March 10th, 2009--(BUSINESS WIRE)--[Skinny Nutritional Corp.](#) (OTCBB: [SKNY](#)) today announced a new distribution agreement, which covers Baltimore, Maryland, Washington D.C. and Northern Virginia. This agreement with Beverage Network of Maryland complements existing distribution agreements in the Mid-Atlantic region. This will increase the company's total number of distributors to 30. Skinny Nutritional Corporation continues to build its number of chain-authorized accounts. In addition to nationwide authorization at Target, Skinny has regional authorizations with ACME Markets, Giant Food Supermarkets, Weis Markets, Redner's and others. The total number of chain-authorized stores now is over 2,000.

Beverage Network of Maryland is a full line beverage wholesaler, founded in 1986, with a diverse portfolio of non-alcoholic brands, which include Voss Water, Welch's, Crystal Light and Veryfine.

"This is a very important region for us, and to partner with Beverage Network of Maryland helps us increase our coverage in the South-Atlantic Region, with an experienced non-alcoholic beverage distributor enabling us to serve chain accounts like Giant of Landover, Walgreen's, Shoppers Food and others" says Ron Wilson, President and CEO of Skinny Nutritional Corporation.

"We are very excited about carrying the Skinny Water brand; this is exactly what consumers have been looking for, an enhanced water that tastes great and not loaded with sugar or calories" says Dave Reich, General Manager of Beverage Network of Maryland.

For more information about Skinny Nutritional Corp. or Skinny Water, please contact Don McDonald at 610 784 2000 ext 103 or 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 multi-functional beverage. Skinny Water comes in six great tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry Pomegranate, Orange Tangerine Cranberry 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.

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Source: Skinny Nutritional Corp.