

Skinny Nutritional Corp. Moves Skinny Water into Central Massachusetts with Atlas Distributing

Addition of Snapple/ Miller-Coors Distributor in Auburn, MA Increases New England Penetration

BALA CYNWYD, Pa.--(BUSINESS WIRE)--[Skinny Nutritional Corp.](#) (OTCBB: SKNY) today announced a new distribution agreement, which covers all of Central Massachusetts. This agreement with Atlas Distributing complements existing distribution agreements in New England. This will increase the company's total number of distributors to 29. Skinny continues to build its number of chain authorized accounts, currently over 2000 stores, nationally in all Target Stores and regionally with Acme Markets and Giant in the Mid-Atlantic, and Albertson's in Arizona.

Atlas Distributing is a full line beverage wholesaler, founded in 1933, with a diverse portfolio of beer and non-alcoholic brands. Some of the other nonalcoholic brands they distribute are Snapple and Red Bull, with annual cases sold approximately 3.5 million.

"Atlas Distributing helps us expand our coverage in New England, with an experienced non-alcoholic beverage distributor enabling us to serve chain accounts like SuperValu Shaw's and others" says Ron Wilson, President and CEO of Skinny Nutritional Corporation.

"This is an excellent addition to our portfolio. We are excited to carry Skinny Water[®], which is the leader in the zero calorie enhanced water category. This category is gaining momentum and to have an innovator in the category is a big win for us" says Steve Cole, Sales Manager N/A Division of Atlas Distributing.

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.

Company Contact:
Skinny Nutritional Corp.
Don McDonald
Chief Financial Officer
610-784-2000 ext 103
Don@SkinnyCo.com

Source: Skinny Nutritional Corp.