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FOR IMMEDIATE RELEASE:

Skinny Nutritional Corp. To Add Zero-Calorie and Zero Sodium
Sports Drink to Its Skinny Water® Lineup

*Skinny Water “Sport™” to Include Key Electrolytes
Designed for “Everyday” Athletes*

BALA CYNWYD, Pa.—October 21, 2009 [Skinny Nutritional Corp.](#) ([OTC BB: SKNY.OB](#)) announced today at the National Association of Convenience Stores convention in Las Vegas, NV that it intends to add a line of sport beverages to its popular line of Skinny Waters®. Skinny Nutritional Corp will be at booth #2915 on October 21-23rd 2009.

The Company intends to launch its Skinny Water *Sport*™ beverage line in January 2010 with two flavors: Hydration™ (Blue-Raspberry) and Recovery™ (Kiwi Lime)

Both Skinny Water *Sport* beverages will include the key electrolytes –potassium and magnesium, as well as 100% RDI of Vitamin C. Skinny *Recovery* will also include 250mg of glucosamine.

The Skinny Water *Sport* line will have zero calories, zero sugar, zero sodium and no preservatives as well as natural colors and flavors.

Ron Wilson, President and CEO of Skinny Nutritional Corp. stated “Skinny Water Sport is a perfect complement to our current line of zero calorie enhanced waters. In listening to our consumers, we feel there is demand for a great-tasting zero calorie sport beverage without the added sodium.”

ABOUT SKINNY NUTRITIONAL CORP.

Headquartered in Bala Cynwyd, Pa., Skinny Nutritional Corp., the creators of Skinny Water[®], a zero-calorie, zero-sugar, zero-sodium and zero-preservative enhanced water. Skinny Water comes in six great tasting flavors that include Acai Grape Blueberry, Goji Fruit Punch, Peach Mango Mandarin, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit. Skinny Nutritional Corp. also expects to launch additional branded products, including Skinny Tea[®], 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.