

Skinny Nutritional Corp. (OTCBB: SKNY) Signs Agreement with Cott Corporation's Cliffstar Subsidiary

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Tallahasee, FL 2/22/12 ([StreetBeat](#)) -- Skinny Nutritional Corp. ([OTCBB: SKNY](#)), the maker of Skinny Water® and a leader in the zero-calorie enhanced water category, announced yesterday that it has entered into an exclusive agreement with the Cliffstar subsidiary of the Cott Corporation ([NYSE: COT](#)), one of the world's largest beverage companies focusing on private label and contract manufacturing. Cott operates soft drink, juice, water and other beverage bottling facilities in the United States, Canada, the U.K. and Mexico. Cott markets beverage concentrates in over 50 countries around the world.

Independently, Skinny Water® is quickly expanding its popular beverage line, which is now available in all 50 states, along with the rapidly increasing demand among retailers for the products. As a result of this agreement, Skinny Nutritional's line of Skinny Water® zero-calorie enhanced beverages will be exclusively manufactured and distributed by Cott to selected new and existing customers through its retail channels, providing increased scalability for the Skinny Water® brand.

This agreement spans beverage production, raw materials procurement, research and development, freight management and retail inventory management. The agreement comes on the heels of Skinny Nutritional Corp.'s addition of many new regional distributors and new chain store authorizations in 2011.

"We are extremely excited to announce this strategic relationship with Cliffstar," said Michael Salaman, CEO of Skinny Nutritional Corporation. "This agreement allows us to do business with some of the largest retailers in the country and concentrate our resources on marketing and sales. We will be closely working with Cliffstar to introduce and aggressively market Skinny Water throughout the territory. As demand continues to rise, our retail channels are becoming increasingly aware that the concept of 'Skinny' works everywhere."

"We are excited to support Skinny Water in their continued growth," said Mike Gibbons, President of Cott's U.S. business unit. "We think that 'Skinny' is an exciting brand and the company's mission to provide healthy beverages is right in tune with today's marketplace. Cott is very careful when selecting new beverages to take to market, so considering Skinny Water's exceptional taste and zero-calorie characteristics it was an easy decision, which we believe will resonate with health-conscious consumers."

The Skinny Water® lineup features eight great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Lemonade Passionfruit (Total-V), Orange Cranberry Tangerine (Wake Up) and as part of its 'Sport' line: Blue Raspberry (Fit), Pink Citrus Berry (Power), Kiwi Lime (Active) and Goji Black Cherry (Shape). Every bottle of Skinny Water® has key electrolytes, antioxidants, and vitamins and has zero calories, sugar, and sodium, and no preservatives, with all natural colors and flavors.

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