From: Barry Josephson <[redacted]>
Sent: Tuesday, October 30, 2012 4:14 PM
To: 'jeevacation@gmail.com'
Subject: Fw: News

Is this kind of investment of interest?

From: Michael Salaman <[redacted]>
To: Barry Josephson
Sent: Tue Oct 30 09:08:02 2012
Subject: Re: News

Barry

We ve been short on inventory which we have now solved with our manufacturer so we will be back on shelf by next week.

Challenge for the company is to fund itself to positive cash flow which is going to require $1.5- $2.0.

The funding with Apfelbaum's group fell through and we are not moving forward with them

The reason being that Bill and the managing director of their investment group did not see the business the same way and the overall group decided to pull out.

There is more to the story but we have moved on and are seeking alternatives now.

Our pH water was produced for the first time yesterday and we will begin shipping to the chains next week.

Margins are 50% on this item and interest has been strong so far.

New package for Skinny Water is going to require some capital that we are working on.

I ll try you today .

Michael

[redacted]

Great. By the way they took all Skinny product out of Gelsons

Best,
Barry J

Sent from my iPad

On Oct 27, 2012, at 10:17 AM, [redacted]
wrote:

Barry

Alot going on

Ill reach out this week

Looking forward to catching up

Michael

[redacted]

Any?

Best,
Barry J

Message & typos sent from my iPhone

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MICHAEL SALAMAN
CEO / Chairman
Skinny Nutritional Corp.
[redacted]

Skinny Water - great taste. zero guilt.™

<sw ph sell sheet.pdf>

<Zumba Fitness Partnership Capabilities.pdf>

<SKNY Marketing 10-2012.pdf>

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MICHAEL SALAMAN
CEO / Chairman
Skinny Nutritional Corp.
[redacted]

Skinny Water - great taste. zero guilt.™