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FOR IMMEDIATE RELEASE:

Skinny Water® Variety Packs Now Available at All BJ's Wholesale Club Locations

BALA CYNWYD, Pa.—June 16, 2010 [Skinny Nutritional Corp.](#) (**OTC BB: SKNY.OB**), the maker of Skinny Water® and a leader in the zero-calorie enhanced water category, announced today that Skinny Water variety packs are now available in all BJ's Wholesale Club (NYSE:BJ) locations. This new availability is due in part to Skinny Nutritional Corp.'s initiative to continue to explore additional packaging options, as well as making it more convenient for consumers to obtain larger quantities of Skinny Water locally.

"We are proud to be partnered with all 189 BJ's Wholesale Clubs from Maine to Florida," said Joseph Gisondi, VP of National Retail Sales of Skinny Nutritional Corp. "BJ's has been providing their members with name brand products for nearly 26 years. We believe Skinny Water will continue this trend, as we offer BJ's members our premium Zero Calorie, Zero Sugar and Zero Sodium Enhanced Water. We, at Skinny Water, are committed to continue the trend of value and quality that BJ's has put forth over the years. We are looking forward to a long-lasting relationship that will benefit BJ's members and encourage people to live a healthy lifestyle".

Skinny Water looks forward to partnering with and BJ's to help build brand awareness for the Skinny Water products through various advertising mediums, including in-club displays, sampling events, and promotions.

The Skinny Water® lineup features six great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Lemonade Passionfruit (Total-V), Peach Mango Mandarin (XXX-Antioxidant), Orange Cranberry Tangerine (Wake Up) and part of its 'Sport' line: Blue Raspberry (Fit), Pink Berry Citrus (Lean), Goji Black Cherry (Shape) and Kiwi Lime (Active). 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.

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 with key electrolytes, antioxidants, and vitamins. Skinny Water comes in nine great-tasting flavors that include Acai Grape Blueberry, Peach Mango, Mandarin, Raspberry Pomegranate, Orange Cranberry Tangerine and Lemonade Passionfruit, and as part of its 'Sport' line: Blue Raspberry, Pink Berry Citrus, Goji Black Cherry and Kiwi Lime. Skinny Nutritional Corp. also plans to launch additional 'Skinny' branded beverages. For more information, visit www.SkinnyWater.com & www.facebook.com/skinnywater

About BJ's Wholesale Club

BJ's is dedicated to providing members with high-quality, brand-name food and merchandise at prices that are significantly lower than supermarkets, supercenters, department stores, drug stores and specialty retail stores. BJ's carries the most product variety of any wholesale club with more than 7,000 items, including supermarket-sized staples, USDA Choice meats and stock-up items. BJ's is the only wholesale club to accept all manufacturers' coupons and for greater convenience, offers the most payment options including EBT.

Headquartered in Natick, Massachusetts, BJ's Wholesale Club, Inc. is a leading operator of warehouse clubs in the eastern United States. The Company currently operates 189 clubs and 105 gas stations in 15 eastern states. Learn more and shop online at BJs.com or for exclusive content visit Facebook.com/bjswholesaleclub and Twitter.com/bjswholesale.

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.