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FOR IMMEDIATE RELEASE

Skinny Water[®] Now Available at Duane Reade

Latest major addition signifies Skinny Water's retail presence in the New York market

BALA CYNWYD, PA. —June 23, 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 is now available at select Duane Reade store locations in the New York City metropolitan area.

Joseph Gisondi, VP of National Retail Sales of Skinny Nutritional Corp. stated "We are excited to partner with Duane Reade, which has served New Yorkers for over 50 years. Skinny Water will support Duane Reade's increased efforts to provide New Yorkers with healthy product options as we offer their consumers our premium zero calorie, zero sugar and zero sodium enhanced waters. We are looking forward to a strong relationship that will benefit the New York Metro area and encourage people to live a healthy life style".

The Skinny Water[®] lineup features nine 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 (Power), 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 DUANE READE

Founded in 1960, Duane Reade is the largest drug store chain in New York City. In keeping with company's brand vision of New York Living Made Easy, Duane Reade provides New Yorkers with prescriptions, health products and services, beauty products and services, food and convenience items for daily life in the City... everything for "How I Feel", "How I Look", and "What I Need Now". The company operates 250+ stores throughout the metropolitan New York region and is part of the Walgreens family of companies.

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.