



Don McDonald
CFO
Skinny Nutritional Corp.
3 Bala Plaza East, Ste. 101
Bala Cynwyd, PA 19004
610-784-2000 ext. 103
Don@SkinnyCo.com

FOR IMMEDIATE RELEASE

Skinny Water[®] Lands Major Mid-Atlantic Retailer

Turkey Hill Minit Markets joins the Skinny Water retail family with over 250 stores

BALA CYNWYD, PA. —June 2, 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 all 250+ Turkey Hill Minit Markets store locations.

Having opened its first location in 1967, Turkey Hill now serves customers throughout Pennsylvania, and more recently Columbus, Ohio, and Martinsville, Indiana. As a subsidiary of The Kroger Company, Turkey Hill Minit Markets continues to operate as “A company that takes pride in service and quality”. A majority of Turkey Hills Minit Markets are full-service locations, offering late or 24-hour service, a wide selection of snacks and beverages as well as gasoline.

Joseph Gisondi, VP of National Retail Sales of Skinny Nutritional Corp. stated "We are proud to be partnered with Turkey Hill Minit Markets. Turkey Hill has been providing their customers with quality foods and service for 43 years. We believe Skinny Water will support their mission as we offer Turkey Hill consumers our premium zero calorie, zero sugar and zero sodium enhanced water. We are looking forward to a long relationship that will benefit the region and encourage people to live a healthy life style".

Both Skinny Water[®] and Turkey Hill Minit Markets look forward to building and cultivating their relationship, and brand awareness, through various advertising mediums. This is anticipated to include ad sales, displays, sampling events, and joint promotions.

The Skinny Water[®] lineup features six great-tasting flavors, including Acai Grape Blueberry (Hi-Energy), Raspberry Pomegranate (Crave Control), Goji Fruit Punch (Shape), Lemonade Passionfruit (Total-V), Peach Mango Mandarin (XXX-Detox), and Orange Cranberry Tangerine (Wake Up). Every bottle of Skinny Water[®] has key electrolytes, antioxidants, vitamins and has zero calories, sugar, sodium, 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 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 Sport[®], and other Skinny branded beverages. For more information, visit www.SkinnyWater.com.

ABOUT TURKEY HILL MINIT MARKETS

Turkey Hill Minit Markets, a subsidiary of The Kroger Company operates over 250 convenience stores, including full-service locations. Since opening its first location in 1967, Turkey Hill Minit Markets continues to operate as “A company that takes pride in service and quality”, serving residents of Pennsylvania, the Columbus, Ohio area and Indiana. For more information, visit www.turkeyhillstores.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.