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FOR IMMEDIATE RELEASE

## **Skinny Water is Now Available in All 199 Lucky & Save Mart Supermarkets Store Locations**

*Major addition expands Skinny Water's retail chain presence in California*

**BALA CYNWYD, PA. —June 29, 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 199 Lucky and Save Mart Supermarket store locations throughout Northern California, with heavy concentration in the San Francisco Bay Area.

Since their inceptions in 1931 and 1952, respectively, both Lucky and Save Mart Supermarkets have continued their commitment to the communities they serve by offering a wide selection of fresh meats, dairy, produce, and miscellaneous needs, as well as being active supporters of local and national charitable organizations, efforts and causes. Their corporate marketing initiatives include the sponsorship of the Oakland Raiders and Golden State Warriors, Six Flags Discovery Kingdom and the 'Bringing It Home' cooking show on public television stations.

Skinny Water® and Lucky/Save Mart look forward to building and cultivating their relationship and brand awareness, through various advertising media. This includes ad sales, displays, sampling events, and joint promotions. This addition to the Skinny Water retail family continues to reinforce and expand brand awareness as we focus on our efforts on retail chain sales on the West Coast.

Joseph Gisondi, VP of National Retail Sales of Skinny Nutritional Corp. stated "We are proud to be partnered with all Save Mart and Lucky locations in the San Francisco Bay Region. Both Save Mart and Lucky have been providing their customers with both quality products and service for years. We believe Skinny Water will continue this trend as we offer their customers 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 Save Mart and Lucky has put forth over

the years. We are looking forward to a long lasting relationship that will benefit the Northern California region and encourage people to live a healthy lifestyle".

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](http://www.SkinnyWater.com) & [www.facebook.com/skinnywater](https://www.facebook.com/skinnywater)

**ABOUT SAVE MART SUPERMARKETS**

Save Mart Supermarkets, a California corporation, owns and operates more than 240 stores in Northern California and Northern Nevada under the Save Mart, S-Mart Foods, Lucky, and FoodMaxx banners. Headquartered in Modesto, Calif. since the company was founded in 1952, Save Mart Supermarkets has always believed in supporting local suppliers and producers, and is actively engaged with the charities and causes of the communities where its stores do business. For more information on the stores of Save Mart Supermarkets, please visit [www.SaveMart.com](http://www.SaveMart.com), [www.LuckySupermarkets.com](http://www.LuckySupermarkets.com), and [www.FoodMaxx.com](http://www.FoodMaxx.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.