



Lifeway Foods Offers Healthy Options at the Presidential Inauguration

Company Providing Breakfast and Dessert Options during Generation Now Concert, Illinois State Society Gala and other Inaugural Events

MORTON GROVE, Ill., Jan. 18, 2013 /PRNewswire/ -- Lifeway Foods, Inc., (NASDAQ: LWAY), a leading supplier of cultured dairy products known as kefir and organic kefir, is participating in three upcoming events during the inauguration of United States President Barack Obama and will canvas the city with healthy snacks for the crowds. As part of the solution to the obesity affecting much the country, Lifeway Foods is a healthy choice for those looking to make better food choices.

"I'm honored to personally participate in the presidential inauguration, and am proud to represent one of Illinois fastest growing companies," said Julie Smolyansky, President and CEO of Lifeway Foods, Inc. "As a supporter of the First Lady's Let's Move initiative, which promotes exercise and healthy food choices, our kefir beverages and frozen kefir are ideal for the health-conscious individual that wants a high-protein and low-fat food with the benefit of probiotic cultures. It is imperative healthy food choices are available everywhere Americans eat, including at the inauguration."

The first event Lifeway Foods will participate in is the Generation Now Party concert on Saturday, January 19th organized by OurTime.org, an organization that is working to combine the voting and purchasing power of young Americans. Entertainers, which will include will.i.am and John Legend, are scheduled to perform to a crowd of 2,000 Congressional members, White House officials, entrepreneurs, and other concertgoers.

Lifeway will be providing healthy dessert options with its low fat, low calorie frozen kefir to over 2000 Illinois business and civic leaders, state representatives and their guests at the Illinois State Society Gala which will be held Saturday evening.

In addition, Lifeway's Lowfat Coconut Chia Kefir, the winner of *Dairy Foods* magazine Best New Dairy Product of 2012, will be a featured breakfast option at the constituent coffee held on Tuesday morning by Dick Durbin, the 47th U.S. Senator from the State of Illinois. Attendees will include individuals and families from the State of Illinois.

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