

## **Lifeway Foods to Donate Portion of Sales to Haitian Relief Efforts**

*5% of all Kefir Sales in February will Support UNICEF's Relief Efforts in Earthquake Ravaged Nation*

**Morton Grove, IL -January 26, 2010**—Lifeway Foods, Inc., (NASDAQ: LWAY), makers of a nutritious, probiotic dairy beverage called [Kefir](#), announced today that it will donate 5% of the proceeds from all Lifeway and Helios brand Kefir and ProBugs product sales in the United States generated through shipments during the month of February to the [U.S. Fund for UNICEF](#) in support of Haitian relief efforts to provide life-saving supplies of food, water, medical supplies and shelter for survivors of this month's devastating earthquake.

From February 1 through February 28, 2010, specially marked Kefir bottles will feature a tag bearing the U.S. Fund for UNICEF logo to let shoppers know that the product they're purchasing supports the relief effort. All ProBugs and Kefir products are included, in every variety including: Lowfat, Nonfat, Organic Low Fat and Whole Milk, Helios, Greek Style and Original.

"As a mother, my heart breaks for all of the children who are suffering from injuries, the loss of their parents or loved ones, their home—it's devastating," said Julie Smolyansky, CEO and president of Lifeway. "We just had to do something to help. UNICEF is known worldwide for its humanitarian efforts to support children in crisis and this is an ideal way for us to contribute to the relief efforts."

Lifeway will promote the program through its newsletter, blog posts, [Facebook Fan page](#) and [Twitter](#). In addition, its webpage at [www.kefir.com](http://www.kefir.com) will feature a special link to UNICEF's Haitian Relief donation site that will allow visitors to donate directly to the cause.

Lifeway Foods recorded approximately \$58 million in revenues during 2009, an increase of about \$13.6 million or 31% over 2008 revenues.

Lifeway Kefir is available in most health food and retail stores around the country, including Whole Foods Market, Supervalu, Kroger, Safeway, Publix and select 7-Eleven convenience stores.

For more information, visit [www.unicefusa.org](http://www.unicefusa.org). The U.S. Fund for UNICEF does not endorse any brand or product. No portion of the purchase price is tax-deductible.

For more information, visit [www.kefir.com](http://www.kefir.com).

### *About Lifeway Foods*

*Lifeway Foods, Inc., recently named one of Fortune Small Business' Fastest Growing Companies for the 4th consecutive year, is America's leading supplier of the cultured dairy product known as Kefir, and America's sole supplier of Organic Kefir. Lifeway Kefir is a dairy beverage that contains 10 exclusive live and active probiotic cultures. While most regular yogurt contains only two or three of these "friendly" cultures, Lifeway Kefir products offer even more nutritional benefits. Lifeway produces 12 different flavors of its drinkable Kefir and Organic Kefir beverage, and recently introduced a series of innovative new products such as a children's line of Organic Kefir products called ProBugs (TM) with a no-spill pouch and kid-friendly flavors like Orange Creamy Crawler, Goo Berry Pie, and Sublime Slime Lime. In addition to its line of Kefir products, the company produces a variety of probiotic cheese products, and a line of products*

*marketed in US Hispanic communities called La Fruta Drinkable Yogurt (yogurt drinks distinct from Kefir).*

*This news release contains forward-looking statements. Investors are cautioned that actual results may differ materially from such forward-looking statements. Forward-looking statements involve risks and uncertainties including, but not limited to, competitive pressures and other important factors detailed in the Company's reports filed with the Securities and Exchange Commission.*

*About UNICEF*

*UNICEF has saved more children's lives than any other humanitarian organization in the world. Working in over 150 countries, UNICEF provides children with health care, clean water, nutrition, education, emergency relief, and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States.*

*UNICEF is at the forefront of efforts to reduce child mortality worldwide. There has been substantial progress—the annual number of under-five deaths dropped from 13 million in 1990 to 8.8 million in 2008. But still, 24,000 children die each day from preventable causes. Our mission is to do whatever it takes to make that number zero by giving children the essentials for a safe and healthy childhood. For more information, visit [www.unicefusa.org](http://www.unicefusa.org).*

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