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Lifeway Launches New Green Kefir with Phytoboost™

Great-tasting Nutritious Drink Debuts at Natural Products Expo West; Packs a Nutritional Punch with Antioxidant Power of 10 Green Vegetables, 10 Probiotics in a Single Serving

MORTON GROVE, IL ()—Lifeway Foods, makers of the nutritious probiotic beverage Kefir, is celebrating the 30th Anniversary of [Natural Products Expo West](#) with the launch of its greenest product ever, Green Kefir with Phytoboost™.

With all the immunity-boosting benefits of probiotic-rich Kefir in a great-tasting fruit-flavored cultured milk smoothie, Green Kefir packs a powerful nutritional punch with Lifeway's proprietary blend of Phytoboost phytonutrients that deliver the disease-fighting antioxidant power of 10 green vegetables plus green tea extract in a single serving.

"Expo West is the greenest product showcase in the industry, so we thought it was only fitting to introduce our greenest product ever in honor of its 30-year anniversary," said Julie Smolyansky, Lifeway CEO.

"Packed with 80 mg of plant-based polyphenols to neutralize free radicals and protect the body's delicate immune system, Green Kefir is a great-tasting drink with all the nutrition of a salad in a bottle—the ORAC equivalent of a full serving of vegetables in every bottle."

Available in two delicious flavors, Kiwi Passion Fruit and Pomegranate Acai Blueberry, Green Kefir provides 100 percent of the USDA Recommended Daily Value (RDV) of Vitamin C for a healthy immune system, 20 percent of the USDA RDV of Vitamin A to protect cell tissue and support the circulatory system and 30 percent of the USDA RDV of Vitamin E to maintain healthy skin and eyes.

Green Kefir is USDA Certified Organic and will begin shipping to hundreds of Kefir retailers May 1. For a sneak-peek taste test before Green Kefir hits store shelves, stop by Lifeway Foods' Booth #3456 during [Natural Products Expo West](#), March 12-14 at the Anaheim Convention Center.

For more information about Green Kefir, visit 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.

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