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## **New Lifeway Frozen Kefir Set to Hit Grocery Stores: First Kefir Treat in the Freezer Aisle** *4 Flavors, 90 Calories Per Serving & Healthy Probiotics*

**Morton Grove, IL (March 10, 2011)** — The Big Chill, kefir-style, is coming soon to a grocery store near you with Lifeway Frozen Kefir, an extra-healthy, probiotic, 90-calories-per-serving frozen yogurt alternative from Lifeway Foods, Inc. (Nasdaq: LWAY). Inspired by the success of the frozen kefir made for Lifeway's Starfruit Cafés, the new guilt-free indulgence will be the first kefir product available in the freezer aisle – ready to take home to feed your sweet tooth as well as your appetite for healthy eating.

With a tart/tangy taste similar to frozen yogurt, Lifeway Frozen Kefir will begin shipping this month in strawberry, pomegranate, mango and original flavors. All four varieties will come in one-pint containers selling for \$4.49 to \$4.99 (MSRP). The original flavor will also be sold in a 3.6-oz. single-serve size packaged with a spoon.

Like Lifeway's well-known kefir beverages and Starfruit frozen kefir, Lifeway Frozen Kefir will contain 10 live probiotic cultures (up to three times more than yogurt with roughly half the calories) that help stimulate digestion and support the immune system. It's a creamy, low-fat, "flat belly power food" that also provides all-natural, gluten-free and 99% lactose-free benefits.

Samples will be available in Lifeway booth #3556 at the Natural Products Expo West that runs from March 11-13 in Anaheim, CA.

"Frozen yogurt is still a strong growth segment, and our Starfruit Café business is riding the same wave. Our same-store sales grew nearly 50% last year, our average store ticket rose 20%, and we've seen demand expanding from an afternoon dessert to both a breakfast and lunch meal replacement," said Lifeway CEO Julie Smolyansky. "Taking the product to grocery stores around the country with the introduction of Lifeway Frozen Kefir is the next logical step. Now fro-yo fans can get their fix with the nutritional benefits of kefir wherever they live and whenever they want – even when they're at home."

This latest extension to Lifeway's family of kefir products comes as the company celebrates its silver anniversary with multiple special events. In February, Lifeway was a participating sponsor for both Mercedes-Benz Fashion Week and The Food Network South Beach Wine & Food Festival. This month marks the start of a national experiential tour that kicks off in Los Angeles and crosses the country, ending in New York City where the company will ring the NASDAQ bell on May 16.

### **About Lifeway Foods, Inc.**

Lifeway Foods, Inc. (LWAY), recently named one of Fortune Small Business' Fastest Growing Companies for the fifth consecutive year, is America's leading supplier of the cultured dairy products known as kefir and organic kefir. Lifeway Kefir is a dairy beverage that contains ten exclusive live and active probiotic cultures plus ProBoost™. While most regular yogurt contains only two or three of these "friendly" cultures, Lifeway Kefir products offer greater nutritional benefits and support a healthier life. Lifeway produces various 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 called ProBugs™ with a no-spill pouch and kid-friendly flavors like Goo Berry Pie and Strawnana Split. In addition to its line of Kefir products, the company produces a variety of probiotic cheese products. Lifeway also sells frozen kefir, kefir smoothies and kefir parfaits through its Starfruit™ retail stores.

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

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