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Starfruit Café Kefir a Big Hit in Wrigley Field Locker Room

Frozen Kefir Machine a staple in the locker room and soon-to-be featured in Wrigley Field's Press Box Dining Room

CHICAGO, IL (June 15, 2010) – Peanuts, cracker jacks and frozen kefir: a combination that wins big at Wrigley Field, home of the Chicago Cubs. In fact, a frozen treat after the game is such a hit that Starfruit Café, a subsidiary of Lifeway Foods that offers frozen kefir, custom parfaits and low-fat smoothies, is prominently featured in the Wrigley Field locker room and soon-to-be in the press room.

"Frozen treats have been a part of the national pastime since it started, and Starfruit Café is proud to help carry on that tradition for one of baseball's oldest and most legendary stadiums," said Julie Smolyansky, CEO of Lifeway Foods. "At Starfruit Café, we root for the home team."

Lifeway Foods will sponsor the company's second "Lifeway Foods Day" at Wrigley Field. The first 10,000 children entering Wrigley Field on Sunday, June 20 will receive a "Probugs" toy courtesy of Lifeway Foods. All fans will be able to sample Lifeway Kefir products at a specially-marked booth on the main concourse.

Lifeway Foods is America's leading supplier of the cultured dairy product known as Kefir and Organic Kefir. Lifeway Kefir is a dairy beverage that contains 10 exclusive live and active probiotic cultures. Starfruit Café, a subsidiary of Lifeway Foods, serves frozen kefir products at four local Chicago stores. More information about Lifeway Foods and Starfruit Café can be found online at www.kefir.com and www.starfruitcafe.com.

About Lifeway Foods

Lifeway Foods, Inc. (LWAY), recently named one of Fortune Small Business' Fastest Growing Companies for the fourth consecutive year, is America's leading supplier of the cultured dairy product, known as Kefir, and 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 10 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, Strawnana Split, and Sublime Slime Lime. In addition to its line of Kefir products, the company produces a variety of probiotic cheese products. Lifeway also sells frozen kefir and kefir smoothies through its Starfruit™ retail stores.

About Starfruit Café

Made with delicious probiotic-filled Lifeway Kefir, Starfruit Café's frozen treats, custom parfaits and low-fat smoothies aid digestion, support immunity, promote weight loss, help fight lactose intolerance, prevent certain antibiotic side effects and can help lower cholesterol. Frozen treat enthusiasts are free to create their own delicious frozen kefir masterpiece with plenty of healthy toppings from which to choose. A subsidiary of Lifeway Foods, Starfruit Café has four local Chicago stores and available franchising opportunities. For more information, visit www.starfruitcafe.com.

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