

Giant Bugs Invade Wrigley Field

Lifeway Kefir becomes as American as baseball with a Bug Invasion in Chicago

Morton Grove, IL (July 6, 2009) -- Lifeway Foods, Inc. (NASDAQ: LWAY), the country's leading manufacturer of kefir and a provider of other natural and organic dairy products, invites you to come watch as Polly ProBug, a life-sized friendly bug, throws out the first pitch before the Chicago Cubs take on the Atlanta Braves on Wednesday, July 8th.

At this official "Lifeway Day with the Cubs," the local kefir manufacturer will be offering various free kefir treats for Cubs fans of all ages including ProBugs, the organic, kid-friendly probiotic drink specially created for kids. Additionally, the first 5,000 kids will receive a special bug plush toy. The toy bugs will direct recipients to a secret web site where they can learn more about probiotics, find out where the next invasion will take place and download valuable coupons for Lifeway products. Finally, Starfruit Café, Lifeway Foods' retail venture serving frozen kefir, will offer a free treat at both of their Chicago locations to anyone who shows their ticket to the game.

This bug invasion at Wrigley Field on July 8th will be the first of many. As part of the campaign to educate the community about the benefits of probiotics, the friendly bacteria or "good bugs" will be popping up all over the Chicagoland area this summer.

Lifeway Foods, recently named Fortune Small Business' 49th Fastest Growing Small Business, is America's leading supplier of the cultured dairy product known as kefir. Lifeway Kefir is a dairy beverage that contains Lifeway's exclusive 10 live and active probiotic cultures, making it considerably more nutritious than two- or three-culture regular yogurt. Lifeway offers 12 different flavors of its kefir beverage, Organic Kefir and La Fruta Drinkable Yogurt for US Hispanic communities, plus a children's line of organic kefir products called ProBugs™ in a no-spill pouch in kid-friendly flavors, and a variety of cheese products. Lifeway also sells frozen kefir and kefir smoothies through its Starfruit Café retail stores.

Lifeway Kefir is on Facebook and followed on Twitter http://twitter.com/lifeway_kefir. Starfruit is on Facebook and can be followed on Twitter <http://twitter.com/starfruitcafe>. For more information, contact Lifeway Foods, Inc. at (877) 281-3874 or e-mail at info@lifeway.net and visit <http://www.lifeway.net>.