

# Lifeway Foods Expands Probiotic Kefir Distribution to Mexico

*Flagship Probiotic Dairy Beverage Will Be Available in Major Retailers Throughout the Country*

MORTON GROVE, Ill., May 29, 2015 – Lifeway Foods, Inc., (NASDAQ: LWAY), the leading supplier of kefir cultured probiotic dairy products, has begun distribution of its core kefir product line and is working with distributors Baja Food Service and Intimidea to bring the company's probiotic smoothies to shelves in Mexico.

"We're thrilled to announce our expanded distribution to Mexico and are optimistic about new international opportunities," said Lifeway president and CEO Julie Smolyansky. "Even more, we're excited to bring the incredible health benefits of our probiotic kefir to a new market. The global market for probiotics is expected to reach USD 52.34 billion by 2020 and Lifeway is building the foundation to capitalize on the incredible worldwide opportunity to fill the needs of consumers." Mexico, in its turn, is expected to grow rapidly, showing the highest CAGR in the region during 2014-2019.

Lifeway Kefir is currently available internationally throughout Canada, the United Kingdom, Central America and the Caribbean. Flavors to be offered in Mexico include Lifeway's plain, strawberry, blueberry and raspberry kefir. Consumers will have the options to choose between low fat organic and low fat conventional kefir; 32-ounce and 8-ounce bottles will be available.

## **About Lifeway Foods**

Lifeway Foods (LWAY), recently named one of Forbes Best Small Companies, is America's leading supplier of the probiotic fermented beverage known as kefir. In addition to its line of drinkable kefir, the company also produces frozen kefir, specialty cheeses and a ProBugs line for kids. Lifeway's tart and tangy cultured dairy products are now sold across the United States, Canada, Latin America and the United Kingdom. Learn how Lifeway is good for more than just you at [www.lifewaykefir.com](http://www.lifewaykefir.com).

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## **Forward Looking Statements**

*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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