

STRATFORD SCHOOL ADDS LIFEWAY ORGANIC KEFIR TO MENU

15 preschool campuses in Silicon Valley now offer organic kefir smoothies

Morton Grove, Ill. — (November 16, 2015) —[Lifeway Foods, Inc.](#) (Nasdaq: LWAY), the leading U.S. supplier of kefir cultured dairy products, announced today that its ProBugs Blast organic low-fat milk kefir smoothies are now being served at 15 [Stratford School](#) accelerated preschool campuses in Silicon Valley. Two flavors are being offered to students as an option at snack time, adding a gluten-free and 99 percent lactose-free choice that's packed with probiotics, protein, calcium, and both taste and packaging with a 'blast' of kid appeal.

Stratford School is an accelerated private independent school that offers advanced preschool, transitional kindergarten, elementary and middle school programs on 18 campuses in northern California and will expand to the Los Angeles area in 2016. The private school's operations group selected Lifeway's Cherry Lime Supernova and Strawberry Kiwi Comet ProBugs Blast varieties as additions to their snack offerings because the line fits their mission of offering healthy foods during several snack breaks every day. The Lifeway products expand the school's selections in the healthy protein/dairy category.

"Quality is the hallmark of everything we do, from our curriculum to our snack program. We are always on the lookout for nutritious snack offerings to add to our program," said Barbara Timm-Brock, Stratford School COO. "Lifeway's ProBugs Blast meets our healthy standards for advancing each child's education while also adding variety and a kid-friendly package design that helps children make good food choices."

Stratford's adoption is the result of a Lifeway initiative to place ProBugs products in schools. Lifeway already serves their ProBugs Blast at the Academy for Global Citizenship in Chicago, and the school currently uses other Lifeway products in recipes served to students during meal times. Lifeway plans to expand to more schools throughout the country in the coming months.

By offering their ProBugs Blast in schools, Lifeway aims to help improve the lives and health of children. Studies show that probiotics can help shorten the duration of colds, which may help reduce missed school days. Studies also show that probiotic-rich foods can combat childhood obesity, which currently affects 17 percent of children ages two to 19. The common goal is to help instill healthy eating habits in children at an early age that may help manage chronic diseases like diabetes and hypertension throughout their lives. More than 200,000 Americans under age 20 are diagnosed with diabetes, while 3.6 percent of children ages three to 18 have hypertension. Recent research also shows a connection between diets rich in probiotics and lowered levels of anxiety and improved mental well-being overall.

"Offering smart probiotic-based food choices like Lifeway Kefir for in-school snacks and lunches can not only help students reap the immediate benefits of good nutrition, it also plays an important role in establishing long-term healthy lifestyle habits," said Julie Smolyansky, CEO of Lifeway Foods. "With more than 30 million school lunches served daily across the U.S., the school environment provides an ideal opportunity to create a generation of children for whom kefir is as much a dietary staple as peanut butter and jelly."

Lifeway's ProBugs Blast kefir products are available in four flavors and come in 3.5 oz. easy-grip plastic containers. For more information, visit <http://lifewaykefir.com/family/probugs/>

About Lifeway Foods, Inc.

Lifeway Foods, Inc. (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 Lifewaykefir.com.

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About Stratford School

Established in 1999, Stratford School is a leading independent private school founded on the belief that education is a significant influence in the life of a child. Stratford offers an accelerated curriculum from preschool through eighth grade with an emphasis in the areas of STEAM (Science, Technology, Engineering, Arts, and Mathematics) that incorporates music, physical education, foreign language, and social skills development. Stratford's goal is to prepare and mentor students for admission to competitive high schools and colleges. All students are provided the necessary tools to excel, and are encouraged to participate actively in leadership, community service, and extracurricular activities. Visit <http://www.stratfordschools.com> for more information.

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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