

Lifeway Teams with Designer Cynthia Rowley to Launch New Limited-Edition Flavor

New Spring Kefir Flavor, Hibiscus Rhubarb Pie, Will Feature Rowley-Designed Label

Morton Grove, Ill., — February 12, 2016: Spring will bring two firsts for leading kefir supplier [Lifeway Foods, Inc.](#) (Nasdaq: LWAY): its first limited-edition spring flavor with the release of Hibiscus Rhubarb Pie Kefir, and its first label design collaboration. Created by renowned fashion designer [Cynthia Rowley](#) and featuring bold floral patterns from the brand's ROWLEY fitness collection, the new kefir flavor and designer label combination will give Lifeway a one-of-a-kind package.

Lifeway's Hibiscus Rhubarb Pie Kefir was inspired by every gardeners' harbinger of spring, rhubarb, as well as the inventive new usages of hibiscus by chefs and culinary trendsetters. Building on the success of last summer's Limited Edition Watermelon Kefir and scheduled to hit store shelves in March, this spring release is part of the company's new limited-edition flavor initiative: Lifeway will release unique flavors of the it's probiotic cultured milk smoothies throughout the year on a rotating basis.

"This collaboration is a fresh way to integrate the components of a healthy lifestyle across multiple platforms," says Lifeway CEO Julie Smolyansky. "Both Lifeway and Cynthia Rowley inspire people to live healthier, stronger and empowered lives. We're making healthy living not just accessible and affordable, but fashionable."

"I'm thrilled to be able to join with Lifeway to promote a healthy lifestyle for everyone," Rowley said. "As a long time Lifeway consumer, it's exciting to be a part of their very first limited-edition flavor."

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 Cynthia Rowley

Cynthia Rowley is a leading global lifestyle brand sold in over 60-freestanding collection boutiques, as well as in department, specialty, and online stores worldwide. The Cynthia Rowley brand currently includes sportswear and related accessories with additional categories including swimsuits; wetsuits; beauty; Rowley Eyewear; and ROWLEY, a recently launched fitness collection. For more information on Cynthia Rowley, visit www.CynthiaRowley.com or follow the brand at [@Cynthia_Rowley](#).

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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