

Lifeway Introduces Probiotic Supplements and New Whole Milk Kefir Flavors

Newest Lifeway Products to Be Showcased at Expo West Booth #4047 in Anaheim

Morton Grove, Ill. —March 9, 2016: With full-fat dairy making a comeback, [Lifeway Foods, Inc.](#) (Nasdaq: LWAY) is adding four new whole milk flavors to its extensive portfolio of kefir products. The company is also introducing its first probiotic supplements with Lifeway ProBugs Chewables for children and Lifeway Probiotic Pills for adults, leveraging its strong brand recognition in the probiotic market to provide new digestive health and immunity aids. These new products, along with their new spring flavor collaboration with fashion designer Cynthia Rowley, will be exhibited at Booth #4047 at the 2016 Natural Foods Expo West conference running March 9-13 in Anaheim, CA.

Lifeway Probiotic Pills for Adults

For kefir drinkers and non-drinkers alike, new Lifeway Probiotics Pills for adults offer a convenient way to get your daily dose of probiotics at home, at work, or even on the road. The line will offer Traveler's and Women's products as well as a Balanced version for general use, each formulated with either 10 or 11 live and active cultures to help keep digestive and immune systems healthy, happy and humming along like a well-tuned engine.

Each capsule will be manufactured with 20, 30 or 50 billion live organisms, depending on the product. The line will be gluten-free, vegan-friendly, non-GMO, Halal and Kosher-certified, free of allergens such as nuts and lactose, and sold in packages of 30.

Lifeway ProBugs Chewables for Children

New Lifeway ProBugs Chewables are a gentle and effective way to help restore the balance of good bacteria in the digestive tract and support healthy immune function in children 2 and older. Each tablet includes nine probiotics, including three strains – Bifidobacterium bifidum, Bifidobacterium breve and Bifidobacterium longum – that play important roles in helping prevent and treat symptoms of celiac disease, severe diarrhea and gastroenteritis in young consumers.

The ProBugs Chewables will be available in strawberry and grape flavors with 2 billion CFUs per tablet and 30 tablets per package. They are gluten-free, vegan-friendly, non-GMO, Halal and Kosher-certified, and free of allergens such as nuts and lactose.

Lifeway Whole Milk Kefir

Lifeway's Organic Whole Milk Kefir is designed for consumers who prefer the thicker, creamier texture as well as the reported health and weight benefits of full-fat dairy products. New Peaches & Cream, Coconut & Cream, Strawberries & Cream and Lemon Meringue flavors will join the existing Plain, Wildberries & Cream varieties, doubling the choices available to whole milk enthusiasts.

Lifeway's whole milk kefir products were inspired by research suggesting that full-fat dairy may be associated with a lower risk of obesity, in part because it may increase satiety and thereby decrease overall food and calorie intake. Researchers have also concluded that people who eat full-fat dairy are no more likely to develop heart disease or Type II diabetes than those who consume reduced-fat or non-fat versions, despite the long-time assumption that the higher fat content would contribute to those conditions. These studies are spurring a steady increase in sales of whole milk products.

“Whole milk was largely dismissed as a healthy eating option for many years, but now the pendulum seems to be swinging back in the full-fat direction,” said Lifeway Foods CEO Julie Smolyansky. “We’re proud to offer a wide array of non-fat, low-fat and whole milk kefir varieties so that consumers can decide for themselves which type is right for them.”

The company’s whole milk SKUs have the same 12 live and active probiotic cultures as Lifeway’s low-fat kefir products, along with 10 grams of protein, 8 grams of fat, and 160-190 calories per serving. All are USDA Certified Organic, gluten-free, 99% lactose-free, and available in 32 oz bottles. They can be used as healthy breakfast options, smoothie-like meal replacements or between-meal snacks.

Lifeway also offers low-fat, non-fat, protein fortified, green and Greek kefirs as well as kefir with oats, stevia-sweetened Perfect 12 kefir, and BioKefir shots.

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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Forward Looking Statements

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