



Helios Kefir Goes Greek with Extra Protein and New Pear & Honey Flavor

Lifeway Foods to Showcase Reformulated & Expanded Line at Natural Products Expo West

Morton Grove, IL— March 4, 2013: Helios Organic Kefir from [Lifeway Foods, Inc.](#), (NASDAQ: LWAY) is going Greek with their new formulation featuring extra protein power, the richness of honey and a fresh identity – Helios Greek Kefir – that shines a spotlight on the added benefits. The enhanced line of cultured milk smoothies also boasts a new Pear & Honey flavor, along with the same probiotic, nonfat and organic benefits as the first-generation Helios kefir beverages.

With the reformulated line:

- The protein content has jumped from 12 grams to 16 grams per one cup serving, helping promote fullness as well as aiding vegetarians who are protein-challenged.
- All flavors in the line (except for Original and Vanilla) have been infused with honey, creating Coconut & Honey, Raspberry & Honey, Strawberry & Honey, Pomegranate-Blueberry & Honey varieties, in addition to the new Pear & Honey.

“With the changes to our Helios family of kefir products, we now have two distinctly different kefir collections for different palates. Helios Greek Kefir will appeal to consumers looking for a nonfat kefir with extra protein and a sweeter, richer flavor profile. Lifeway Kefir will be the choice for those who prefer the original kefir tart-and-tangy taste,” said Julie Smolyansky, President and CEO of Lifeway Foods. “This is an important shift in our product portfolio that not only distinguishes the two brands but also gives the market a clear choice.”

Helios Greek Kefir will be on display, along with a series of other new products announced earlier today at Lifeway’s Booth #3556 at the Natural Products Expo West trade show running March 7 to 10 at the Anaheim Convention Center in Anaheim, CA. All new products are expected to hit retail shelves in May.

About Lifeway Foods, Inc.

Lifeway Foods, Inc. (LWAY), recently named one of Fortune Small Business' Fastest Growing Companies for the fifth consecutive year, is America’s leading supplier of the cultured dairy products known as kefir and organic kefir. Lifeway Kefir is a dairy beverage that contains 10 exclusive live and active probiotic cultures plus ProBoost™. In addition to its line of Kefir products, the company produces a variety of Frozen Kefir and probiotic cheese products. Lifeway also sells frozen kefir, kefir smoothies and kefir parfaits through its Starfruit™ retail stores.

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