



Media Contact:
Marketing Werks – Emily Altman
312.784.1774
ealtman@marketingwerks.com

Lifeway Foods Launches 25th Anniversary Celebration with 11-week National 80s Party Anniversary Events will Feature Human-Powered Blender Bikes, New Birthday Cake Kefir and a \$25,000 Donation to Healthy Kids Challenge

Morton Grove, IL— **March 8, 2011** – Lifeway Foods, Inc., (NASDAQ: LWAY) is celebrating 25 years of *active culture* with a yearlong anniversary celebration! To launch festivities, Lifeway is hosting “The Lifeway 25th Anniversary Tour,” an 11-week, non-stop party from coast to coast. In honor of 1986, the year Lifeway Foods was established, the tour celebrates everything fun and funky about the 1980s. Kicking off at Natural Products Expo West in Anaheim in March, the retro road trip will make weeklong stops in Los Angeles, San Francisco, Seattle, Denver, Dallas, Chicago, Cincinnati, Philadelphia, and Boston. The party will culminate in New York City, with Lifeway Foods CEO, Julie Smolyansky, and CFO, Edward Smolyansky ringing the NASDAQ stock market closing bell in Times Square on May 16.

Health-conscious families, college students, and fitness enthusiasts alike are invited to join the free festivities, which will celebrate the 1980s with an awesome modern twist. Activities include pedaling the customized human-powered blender bikes, blending tasty Lifeway Kefir smoothies, taking a blast-from-the past 1980s-styled photo using green screen technology, participating in digital games and enjoying Foursquare check-in prizes. Guests can also sample Lifeway Kefir’s healthy and delicious Lowfat Strawberry, Lowfat Blueberry, Lowfat Pomegranate, and limited edition Lowfat Birthday Cake flavors...all while sporting leg warmers and shoulder pads, of course!

In addition to throwing this “totally rad” party to commemorate 25 years in business, Lifeway Foods will donate a total of \$25,000 to Healthy Kids Challenge. Lifeway’s goal is to have guests in each city generate 2,500 minutes of pedal power on the human-powered blender bikes within the week. For every minute a guest pedals, Lifeway Foods will donate \$1 to the organization, which helps school, community, business, and health leaders take action for kids to eat, move, and enjoy a healthy balance.

“We are thrilled that Lifeway Foods has chosen Healthy Kids Challenge as the beneficiary of their generous donation,” said Vickie L. James, R.D., L.D., Executive Director of Healthy Kids Challenge. “Lifeway’s donation will enable Healthy Kids Challenge to expand the number of schools and youth organizations we can support with our nutrition education programs in the ten cities the anniversary tour visits. Together we can really make a difference in young people’s lives.”



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According to Edward and Julie Smolyansky, CFO and CEO of Lifeway Foods, respectively, “We are beyond excited to reach this milestone in our company history and celebrate with a national 80s themed anniversary party!” “Because kefir is a nutritional beverage loaded with probiotics, calcium and protein, Healthy Kids Challenge is the perfect partner for Lifeway Foods as we are both focused on nutrition and the importance of living a healthy life.”

For more information and tour updates, and “Lifeway’s 25th Anniversary Tour” activities in each city, please visit <http://www.lifewaykefir.com/tour>.

Lifeway Foods, Inc.
Phone: 877.281.3874
Email: info@Lifeway.net

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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™. While most regular yogurt contains only two or three of these "friendly" cultures, Lifeway Kefir products offer greater nutritional benefits and support a healthier life. Lifeway produces various different flavors of its drinkable Kefir and Organic Kefir beverage, and recently introduced a series of innovative new products such as a children's line of Organic Kefir called ProBugs™ with a no-spill pouch and kid-friendly flavors like, Goo Berry Pie and Strawnana Split. In addition to its line of Kefir products, the company produces a variety of probiotic cheese products. Lifeway also sells frozen kefir, kefir smoothies and kefir parfaits through its Starfruit™ retail stores.

About Healthy Kids Challenge

Healthy Kids Challenge, a nationally recognized nonprofit, helps school, community, business, and health leaders take action for kids to eat, move, and enjoy a healthy balance. Created by registered dietitians, Healthy Kids Challenge offers solutions through workshops, events, toolkits, a website, newsletters and programming. Six healthy eating and active play practices make teaching and learning simple and fun. Find innovative resources at www.healthykidschallenge.org.



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