



MEDIA CONTACT:

Erin O'Connor

SS.PR

(847) 415-9320

eoconnor@sspr.com

**Starfruit Café featuring Lifeway Frozen Kefir Debuts at
Wrigley Field Concessions for the 2011 Chicago Cubs Season**

Lifeway Partners with Chicago Cubs to sell Delicious, Nutritious Frozen Kefir to Fans this Season

Morton Grove, IL— **March 28, 2011** – Cubs fans this season will have a whole new way to celebrate Game Day with a delicious, nutritious frozen kefir coming soon to Wrigley Field. Lifeway Foods, Inc., (NASDAQ: LWAY), announced today that its Starfruit Café will become a permanent fixture in the main concession area at Wrigley field, offering a delectable assortment of its creamy Lifeway Frozen Kefir to fans during all Chicago Cubs home games this season.

Conveniently located next to the main entrance at Wrigley Field, Starfruit Café will debut on opening day, April 1, when the Chicago Cubs host the Pittsburgh Pirates. The Wrigley Starfruit Café will offer both original and pomegranate flavors of its velvety yogurt-like frozen smoothie that provides good-for-you calcium, probiotics and protein in a convenient and tasty treat that is sure to please adults and kids alike. Numerous palate-pleasing allergen and gluten-free toppings will be available to fans.

"Starfruit frozen treats were a big hit with Cubs Associates and media members who enjoyed the frozen kefir machine in the press box dining room last season, so we decided to make it available for our fans this year," said Wally Hayward, executive vice president, chief sales and marketing officer, Chicago Cubs. "We look forward to expanding our relationship with Lifeway this season."

As part of its partnership with the Chicago Cubs, Lifeway will also handout free Lifeway Kefir samples and offer post-game coupons to fans on "Lifeway Day" at Wrigley Field on July 17th. The company will sponsor the first pitch when Cubs take on the Florida Marlins at 1:20 p.m.

Cubs fans will also get a chance to sample Lifeway Frozen Kefir on April 24 when the Lifeway 25th Anniversary Mobile Tour makes a stop at Wrigley Field offering frozen kefir mini-pints and single-serve samples. The Anniversary Tour is an 11-week mobile extravaganza making stops at 10 major cities from coast to coast celebrating Lifeway's nutritious foods in fun 1980s style.

According to Edward and Julie Smolyansky, CFO and CEO of Lifeway Foods, respectively, "Being able to offer our Lifeway Frozen Kefir to the most dedicated fans in all of sports is really a dream come true for all of us," said Edward Smolyansky, CFO of Lifeway Foods. "We are thrilled to present this healthy food option for patrons as a perfect way to cool off during summer games and partner with the storied Chicago Cubs to promote the health benefits of Lifeway Kefir and our Starfruit Café locations." "This is a great opportunity for us to increase brand awareness and invite fans to our four other Starfruit Café locations around town."

For more information about Starfruit Café, please visit: www.starfruitcafe.com
Find Starfruit Café on Facebook: www.facebook.com/starfruitcafe
Follow Starfruit Café on Twitter: <http://www.twitter.com/starfruitcafe>

For more information about Lifeway Kefir, please visit <http://www.lifewaykefir.com>.

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

Find Lifeway Foods, Inc. on Facebook: www.facebook.com/lifewaykefir
Follow Lifeway Foods on Twitter: http://twitter.com/lifeway_kefir
Flickr: http://www.flickr.com/photos/Lifeway_Kefir
YouTube: <http://www.youtube.com/user/lifewaykefir>

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 Starfruit Café

Made with delicious probiotic-filled Lifeway Kefir, Starfruit Café's frozen treats, custom parfaits and low-fat smoothies aid digestion, support immunity, promote weight loss, help fight lactose intolerance, prevent certain antibiotic side effects and can help lower cholesterol. Frozen treat enthusiasts are free to create their own delicious frozen kefir masterpiece with plenty of healthy toppings from which to choose. A subsidiary of Lifeway Foods, Starfruit Café has four local Chicago stores and available franchising opportunities. For more information, visit www.starfruitcafe.com.