

## **Lifeway Foods® Sponsors Charity Miles to Support Mental Health**

*Leading supplier of probiotic, bioavailable kefir pairs microbiome support with fitness*

Lifeway Foods, Inc., (NASDAQ: LWAY) ("Lifeway" or "the Company"), a leading supplier of kefir cultured dairy products, today announced its sponsorship of the Charity Miles running, walking and biking app. During the campaign, Lifeway will sponsor \$10,000 worth of Charity Miles donations in support of mental health initiatives.

Charity Miles is a free iPhone/Android app that enables people to earn money for charity when they walk, run or bike. The app tracks the distance traveled, which triggers a financial donation to the user's selected organization. Participants can also raise awareness for their causes by sharing their achievements on social media using a built-in widget.

"Mental health is a critical component of individual well-being that impacts everyone, from families to even corporations," said Julie Smolyansky, President and CEO of Lifeway Foods. "It is a vital factor in fostering resilience within communities, emphasizing the need for comprehensive support and awareness. We have all been touched by a mental health crisis at some point in our lives. We want to destigmatize the conversation around mental health, and we're optimistic about the opportunities and tools to help build solutions that enable people to live happier, healthier and more stable lives. At Lifeway, we're focused on making probiotic products with bioavailable nutrients and high-quality protein that support the microbiome, as well as contributing to the walking, running and active living communities that, in tandem, help to foster better mental and emotional wellbeing."

Lifeway has been a leader in the wellness space since 1986, bringing probiotic kefir and farmer cheese into the mainstream. Look for Lifeway on the Charity Miles app, in the dairy aisle of your favorite store and online.

### **About Lifeway Foods, Inc.**

Lifeway Foods, Inc., which has been recognized as 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 a variety of cheeses and a ProBugs line for kids. Lifeway's tart and tangy fermented dairy products are now sold across the United States, Mexico, Ireland and France. Learn how Lifeway is good for more than just you at [lifewayfoods.com](http://lifewayfoods.com).

### **Forward-Looking Statements**

This release (and oral statements made regarding the subjects of this release) contains "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995 regarding, among other things, future operating and financial performance, product development, market position, business strategy and objectives. These statements use words, and variations of words, such as "continue," "build," "future," "increase," "drive," "believe," "look," "ahead," "confident," "deliver," "outlook," "expect," and "predict." Other examples of forward-looking statements may include, but are not limited to, (i) statements of Company plans and objectives, including the introduction of new products, or estimates or predictions of actions by customers or suppliers, (ii) statements of future economic performance, and (iii) statements of assumptions underlying other statements and statements about Lifeway or its business. You are cautioned not to rely on these forward-looking statements. These statements are based on current expectations of future events and thus are inherently subject to uncertainty. If underlying assumptions prove inaccurate or known or unknown risks or uncertainties materialize, actual results could vary materially from Lifeway's expectations and projections. These risks, uncertainties, and other factors include: price competition; the decisions of customers or consumers; the actions of competitors; changes in the pricing of commodities; the effects of government regulation; possible delays in the introduction of new products; and customer acceptance of products and services. A further list and description of these risks, uncertainties, and other factors can be found in Lifeway's Annual Report on Form 10-K for the fiscal year ended December 31, 2023, and the Company's subsequent filings with the SEC. Copies of these filings are available online at <https://www.sec.gov>, <http://lifewaykefir.com/investor-relations/>, or on request from Lifeway. Information in this release is as of the dates and time periods indicated herein, and Lifeway does not undertake to update any of the information contained in these materials, except as required by law. Accordingly, YOU SHOULD NOT RELY ON THE ACCURACY OF ANY OF THE STATEMENTS OR OTHER INFORMATION CONTAINED IN ANY ARCHIVED PRESS RELEASE.

Media:

Derek Miller

Vice President of Communications, Lifeway Foods

Email: [derekm@lifeway.net](mailto:derekm@lifeway.net)

General inquiries:

Lifeway Foods, Inc.

Phone: 847-967-1010

Email: [info@lifeway.net](mailto:info@lifeway.net)