



## **Lifeway Foods Sponsoring Miami Lounge at Iconic Sundance Film Festival**

### **Company Offering Frozen Kefir to VIP Attendees Including Celebrities, Directors, Composers, Producers and other Entertainment Industry Members**

MORTON GROVE, Ill., Jan. 18, 2013 /PRNewswire/-- Lifeway Foods, Inc., (NASDAQ: [LWAY](#)), a leading supplier of cultured dairy products known as kefir, announced today it is running a pop-up frozen kefir shop at the Miami Lounge area of the legendary Sundance Film Festival from January 18<sup>th</sup> through the 20<sup>th</sup>. Lifeway Foods' frozen kefir shop will serve both the original and mango flavors, with toppings including blueberries, Udi's granola, and chocolate chips. 300 VIP gift bags containing lip balm, hand sanitizer, and VIP coupons for various Sundance-related events will also be provided.

Celebrating its 22<sup>nd</sup> year, the Sundance Film Festival offers a venue for artistic expression for filmmakers, composers, directors, and producers. "Sundance is an enduring testament to the power of artistic expression and a meeting place of some of the world's most creative minds," said Julie Smolyansky, President and CEO of Lifeway Foods, Inc. "We are very pleased to sponsor the Miami Lounge and look forward to providing the top directors, producers and celebrities at Sundance with our delicious frozen kefir. I am a staunch believer in the need to provide healthy food options to people everywhere, including those at the Sundance Film Festival."

Additional sponsors of the Miami Lounge include the Greater Miami Convention & Visitors Bureau, Carlos Pazoni shoes and accessories, Disaronno, Rudsak leather outerwear and accessories, Johnny Was BoHo Chic style clothing and accessories, Sabra Hummus, Foods and HINT water. Rotten Tomatoes® Radio from Sirius XM Radio will air its show from the lounge, as they share the latest buzz about the event.

Founded by Robert Redford in 1981, Sundance Institute is a global, nonprofit cultural organization dedicated to nurturing artistic expression in film and theatre, and to supporting intercultural dialogue between artists and audiences. The Institute promotes independent storytelling to unite, inform, and inspire, regardless of geopolitical, social, religious, or cultural differences. It is internationally recognized for its annual Sundance Film Festival and its artistic development programs for directors, screenwriters, producers, film composers, playwrights, and theatre artists. Visit [www.sundance.org](http://www.sundance.org) for more information.

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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