

**Lifeway Foods, Inc.**  
For Immediate Release

## **-Lifeway Foods Announces the Introduction of the World's First Line of Probiotic Kefir Wellness Snack Bars**

**Morton Grove, IL—March 14, 2008-** Lifeway Foods, Inc., (NASDAQ: LWAY), makers of the nutritious, probiotic dairy beverage called Kefir, announced today the introduction of the world's first line of probiotic Kefir Wellness snack bars, to be available in three great flavors such as Chocolate, Sweet and Salty, and Pomegranate. Lifeway's Kefir Wellness bars will debut at the 2008 Natural Products Expo West Show, the nation's largest natural and organic food convention, March 14-16 in Anaheim, CA.

Julie Smolyansky, Lifeway's CEO, commented, "We are very excited to introduce our new probiotic Kefir Wellness bars at a time when the awareness of all of our traditional Kefir beverages is at an all time high. As the country's leading supplier of Kefir, we found it necessary to introduce an alternative way for people to get the benefits of our original Kefir, but in a convenient, on-the-go package. Since refrigeration of our bars is recommended, but not required, they can be sold and shipped all over the world, and are especially great for people traveling, or do not otherwise have access to the refrigeration necessary for our traditional Kefir beverages."

### **About Lifeway Foods**

Lifeway, recently named Fortune Small Business' 97th Fastest Growing Small Business, and one of only 4 companies to ever be named to the list four straight years in a row, is America's leading supplier of the cultured dairy product known as kefir, and now America's only supplier of Organic Kefir. Lifeway Kefir is a dairy beverage that contains Lifeway's exclusive 10 Live and Active probiotic cultures. While most regular yogurt only contains two or three of these "friendly" cultures, Lifeway kefir products offer more nutritional benefits. Lifeway offers 12 different flavors of its Kefir beverage, Organic Kefir and SoyTreat (a soy based kefir). Lifeway recently introduced a series of innovative new products such as pomegranate kefir, Greek-style kefir, a children's line of organic kefir products called ProBugs (TM) in a no-spill pouch in kid-friendly flavors like Orange Creamy Crawler and Sublime Slime Lime, and a line of organic whole milk kefir. Lifeway also produces a line of products marketed in US Hispanic communities, called La Fruta, Drinkable Yogurt (yogurt drinks distinct from kefir). In addition to its line of Kefir products, the company produces a variety of cheese products and recently introduced a line of organic pudding called It's Pudding!.

For more information, contact Julie Smolyansky at Lifeway Foods, Inc. at (877) 281-3874 or e-mail at [info@lifeway.net](mailto:info@lifeway.net) and visit <http://www.lifeway.net> .

This news release contains forward-looking statements. Investors are cautioned that actual results may differ materially from such forward-looking statements. Forward-looking statements involve risks and uncertainties including, but not limited to, competitive pressures and other important factors detailed in the Company's reports filed with the Securities and Exchange Commission.