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Lifeway Kefir Hits the Big Screen in 'Sex and the City 2'

CHICAGO, IL (June 1, 2010) – Lifeway Kefir, the nutritious probiotic beverage made by Lifeway Foods, is ready for its closeup in the new 'Sex and the City 2' movie. A bottle of Lifeway Kefir can be seen in the kitchen of the fictional character Miranda Hobbes in one scene in the movie, reflecting the appeal of the product to health- and body-conscious women like those depicted in the Emmy award-winning 'Sex and the City' television series and its two spinoff feature films.

"Ten years ago, Lifeway Kefir was a niche product. Today it's mainstream. Nothing makes that clearer than seeing it in a movie like 'Sex and the City 2' with stars like Sarah Jessica Parker and a pedigree that includes six years of top TV ratings," said Lifeway Foods CEO Julie Smolyansky. "This is excellent exposure for our brand among one of our primary target audiences – health-minded women in the 25-54 age bracket. It's hard to imagine a better fit for a movie placement."

Lifeway Kefir is a good-for-you beverage that combines the creaminess of a milkshake or smoothie with the tang of yogurt and 10 live probiotic cultures per cup. Those active cultures – two or three times as many as there are in yogurt – are believed to play a role in aiding digestion, boosting immunity, promoting weight loss, fighting lactose intolerance, preventing certain side effects from antibiotics, and helping lower cholesterol.

Lifeway Kefir comes in 10 flavors, including plain, vanilla, strawberry, raspberry, cherry, cappuccino, banana/strawberry, peach, blueberry and pomegranate. Organic, low-fat and no-fat varieties are available.

The company also recently introduced Green Kefir with Phytoboost™, which includes the same 10 live probiotic cultures as its regular kefir plus the antioxidant power of 10 green vegetables and green tea extract in a single serving. These newest kefirs are available in Kiwi Passion Fruit and Pomegranate Acai Blueberry flavors that are packed with 80 mg of plant-based polyphenols to neutralize free radicals and help fight disease.

About Lifeway Foods

Lifeway Foods, Inc. (LWAY), recently named one of Fortune Small Business' Fastest Growing Companies for the fourth consecutive year, is America's leading supplier of the cultured dairy product, known as Kefir, and Organic Kefir. Lifeway Kefir is a dairy beverage that contains 10 exclusive live and active probiotic cultures. While most regular yogurt contains only two or three of these "friendly" cultures, Lifeway Kefir products offer even more nutritional benefits. Lifeway produces 10 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 products called ProBugs (TM) with a no-spill pouch and kid-friendly flavors like Orange Creamy Crawler, Goo Berry Pie, Strawnana Split, and Sublime Slime Lime. In addition to its line of Kefir products, the company produces a variety of probiotic cheese products. Lifeway also sells frozen kefir and kefir smoothies through its Starfruit™ retail stores.

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important factors detailed in the Company's reports filed with the Securities and Exchange Commission.

