

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

## **Lifeway Foods to Hold Third Quarter 2010 Conference Call**

**Morton Grove, IL— Nov. 1, 2010** — Lifeway Foods, Inc., (Nasdaq: LWAY), makers of the nutritious, probiotic dairy beverage, Kefir, will hold a conference call to discuss financial results for the quarter ended September 30, 2010. The call is scheduled for Monday, November 15, at 5:00 p.m. Eastern Standard Time (EST). Shareholders and members of the investment community are invited to participate.

The conference call dial-in number for U.S. callers is 1-(888)-440-6820; international callers should dial 1-(201)-604-5092. At the prompt, key in the Participant Entry Code: 99358662. Please dial in to the conference five minutes before the call is scheduled to begin.

In addition, the conference call will also be accessible online at the following URL: <http://accessone.infiniteconferencing.com>. Once on the site, click the "Launch Web Conference" link in the top left. Under "Webinar Login" enter your information, including the Participant Code: 99358662.

An audio webcast of the conference call will be broadcast simultaneously. Note that the Q&A option is not available online. The audio webcast will be archived and available on the web site for two weeks following the call. To access the webcast, see [www.kefir.com](http://www.kefir.com).

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### **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 12 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 (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(TM) retail stores.

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.