



Lifeway Foods' Coconut Chia Kefir Selected by Readers of Dairy Foods as #1 Product on the "Best New Dairy Products of 2012" List

MORTON GROVE, Ill., Jan. 17, 2013 /PRNewswire/ -- Lifeway Foods, Inc., (NASDAQ: [LWAY](#)), a leading supplier of cultured dairy products known as kefir, announced today its Lowfat Coconut Chia Kefir beverage was voted as the number one product in *Dairy Foods'* Best New Dairy Products of 2012.

The product received the most votes among 25 different dairy foods and beverages nominated by the publication's editors. Lowfat Coconut Chia Kefir received 13,441 votes to grab the top spot on the list. In addition to Lifeway Food's promotional efforts, *Dairy Foods* also encouraged the poll on its Facebook and Twitter sites, as well as its website.

"We are thrilled to see our Lowfat Coconut Chia flavor recognized as the top product of 2012 by the readers of *Dairy Foods* and our own loyal fan base," said Julie Smolyansky, President and CEO of Lifeway Foods, Inc. "It's a very refreshing flavor that blends the distinctive taste of coconut with the groundbreaking health benefits of chia seeds. It provides all of the probiotic benefits of our kefir with the added bonus of omega-3's."

Lifeway Foods' Coconut Chia flavor contains 12 strains of probiotics for optimal digestive health. It's also a good source of calcium and has 12 grams of protein per serving. The usage of chia seeds is growing in a variety of foods due to its omega-3 and antioxidant content as well as being a good source of fiber and other nutrients.

For more information about Lowfat Coconut Chia Kefir, visit <http://www.lifeway.net/Products/Kefir/LowFatKefir/LowFatCoconutChia.aspx>

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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Media Contact:

Hanni Itah
847.415.9324
hitah@sspr.com