



Lifeway Foods Taking its Delicious Flavors to South Beach for the Food Network South Beach Wine & Food Festival

*Annual Event Showcases the Very Best in Culinary Excellence –
Lifeway Offering Delicious Kefir to Hungry Attendees*

Morton Grove, IL— **February 20, 2013** Lifeway Foods, Inc., (NASDAQ: LWAY), a leading supplier of cultured dairy products known as kefir, announced today it is a bronze sponsor of the renowned Food Network South Beach Wine & Food Festival, an annual event in its eleventh year that will be held from February 23rd to 26th. The event is a culinary, as well as wine and spirits extravaganza, which will bring together prominent companies and food industry personalities.

Lifeway Foods is a supporting sponsor of several events held during the festival, including the Whole Foods Market Grand Tasting Village, where visitors will sample their frozen kefir minis adorned with chocolate chips or sprinkles. The company will also sponsor Moet Hennessy's The Q presented by Omaha Steaks, which is an evening of tasty BBQ and high-end libations hosted by Paula Deen and Sons, and Moet Hennessy's The Q After Dark, with special guest chef Curtis Stone.

At the South Beach Wine & Food Festival, Lifeway will participate in the closing party concert hosted by Guy Fieri's Reggae Jam with Ziggy Marley Live, an exclusive event where Lifeway will offer its tasty frozen kefir treats with an assortment of toppings. Lifeway will also hand out kefir to the yogis who are attending the Buddhas and Bellinis YogArt event, giving hungry practitioners the probiotics, protein and calcium they need to do the perfect Downward-Facing Dog and other flexible poses.

"We present our products at the hottest food events and nowhere is hotter than Miami during the annual SOBE festival," said Julie Smolyansky, President and CEO of Lifeway Foods, Inc. "No one ever said you had to sacrifice healthy and nutritious foods to have great taste and be a foodie. We want to ensure smart food choices are available for all Americans, including all those with the high-end palates in South Beach."

About the Food Network South Beach Wine & Food Festival

The Food Network South Beach Wine & Food Festival presented by FOOD & WINE is produced by Florida International University and Southern Wine & Spirits of Florida with the support of the Miami Beach Visitors & Convention Authority and the Miami-Dade County Department of Cultural Affairs. For more information about the Festival,

visit www.sobewineandfoodfest.com or call 877-762-3933. For more information about Florida International University visit www.fiu.edu, for the School of Hospitality and Tourism Management visit www.hospitality.fiu.edu and for more information about Southern Wine & Spirits visit www.southernwine.com.

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

Contact:

Lifeway Foods

877.281.3874

info@Lifeway.net

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