



Lifeway Foods Prepared Celebrities for Tinseltown’s Biggest Night – Frozen Kefir Offered to Celebrities at Pre-Oscar Charitable Event

Lifeway Sponsored Debbie Durkin’s James Bond Themed ECO-Oscars Event on Friday and Saturday Night

Morton Grove, IL— **February 26, 2013**, Lifeway Foods, Inc., (NASDAQ: LWAY), a leading supplier of cultured dairy products known as kefir and frozen kefir, announced today it provided its delicious kefir products to attendees of the two-day Debbie Durkin’s ECO-Oscars event, held on February 22nd and 23rd.

The invitation-only event benefitted WE ROCK GREEN MICS, a charitable organization that promotes literacy and artistry as methods of raising ecological awareness. This year’s annual event featured a James Bond and Jamaica theme in homage to creator Ian Fleming who wrote the iconic Bond novels in that country.

Lifeway Foods was the Spotlight Sponsor of the event and presented an assortment of frozen kefir with toppings, along with certificates for free product. The event was held at a beautiful Beverly Hills estate before the iconic Academy Awards ceremony on February 24th. Attendees of the event included Malik Bendjelloul of Oscar winner *Waiting for Superman*, producers of *Djano Unchained*, and Jeremiah Bitsui of *Breaking Bad*.

“We sponsor many events throughout the year, but I don’t know of any that provide the same amount of electricity as these pre- Oscars parties,” said Julie Smolyansky, President and CEO of Lifeway Foods, Inc. “Our frozen kefir is a perfect light, but filling treat that satisfied the appetites of Oscar nominees, celebrities, and Hollywood’s top behind-the-scenes players.”

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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