

3 New Ways to Get Your Probiotic Fix: Fresh Kefir Creations from Lifeway Foods

Veggie, Oat-Enriched & Stevia-Sweetened Varieties Launching at Natural Products Expo West

Morton Grove, IL—March 7, 2014: Looking for new ways to get your daily dose of immunity-building probiotics? Top kefir manufacturer Lifeway Foods, Inc. (NASDAQ: LWAY) has developed three new varieties of its dairy-based kefir “smoothie” that deliver a trio of fresh choices for drinking to your health. The new veggie, oat-enriched and stevia-sweetened kefir lines will be released this spring in 10 flavors created specifically for the new formulations – the better to start your day, have a guilt-free snack, or add a probiotic boost to any meal.

The latest additions to Lifeway’s collection of kefir products will be previewed at Booth #3448 at the Natural Products Expo West trade show that opens today at the Anaheim Convention Center in Anaheim, CA. Offering all-natural, 99% lactose-free, naturally gluten-free goodness with 12 probiotic cultures in every sip, the newest Lifeway kefirs are:

- **Lifeway Veggie Kefir**– a savory alternative to fruit-flavored kefirs that lets you drink your probiotics and your veggies at the same time. This new blend of vegetables juices and kefir delivers one full serving of vegetables as well as the full nutritional kick of kefir in every 8 oz glass. It comes in Tomato, Cucumber and Beet varieties that burst with garden-fresh flavor – no sugar or salt added. Available in 8 oz individual bottles and four-packs.
- **Lifeway Kefir with Oats** – a fiber bonanza featuring 1.5 grams of soluble oat powder that packs the nutritional punch of oatmeal – without the cooking! With a smooth texture and a hint of oat flavor plus 11 grams of complete protein, this “oat kefir” offers a choice of breakfast-friendly Blueberry Maple, Apple Cinnamon and Vanilla Plum flavors for a complete on-the-go breakfast or a great midday pick-me-up. Available in 8 oz individual bottles and four-packs.
- **Lifeway Perfect 12 Kefir sweetened with stevia** – a perfect choice for diabetics or those watching their sugar intake. With 12 probiotic cultures and 12 grams of carbs, the line features all-natural sweetening with no-calorie stevia leaf extract and no added sugar, 110 calories per serving, and four flavors inspired by dessert favorites: Orange Cream, Apple Pear Cobbler, Triple Berry Tart and Key Lime Pie. Available in 32 oz bottles.

“As the popularity of probiotics and kefir continues to climb, there’s room in the market for new permutations that provide variety as well as appealing to consumers with different nutritional needs and priorities,” said Julie Smolyansky, President and CEO of Lifeway Foods. “These three new lines deliver imaginative new formulations and flavors that offer innovative solutions for healthy meals and snacking.”

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. 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.

Find Lifeway Foods, Inc. on Facebook: www.facebook.com/lifewaykefir

Follow Lifeway Foods on Twitter: http://twitter.com/lifeway_kefir

YouTube: <http://www.youtube.com/user/lifewaykefir>

Forward Looking Statements

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.

Media Contact:

Hanni Itah

847.415.9324

hitah@sspr.com

Contact:

Lifeway Foods

877.281.3874

info@Lifeway.net