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For Immediate Release:

Lifeway Foods' Kefir Products Enrolled in Non-GMO Project

Delicious, Nutritious, Convenient Kefir Beverages Expected to Become Verified Later This Year

Morton Grove, IL (April 20, 2011) —Just in time for April's all-natural Earth Day celebrations, Lifeway Foods, Inc., (Nasdaq: LWAY) announced today that its entire lineup of delicious probiotic Kefir, Frozen Kefir, Helios™, ProBugs™, and BioKefir™ beverages has been enrolled in the nonprofit Non-GMO Project for the company's rigorous avoidance of genetically modified organisms (GMOs). The company expects to have the products verified later this fall for marketing under the Non-GMO label. Lifeway Kefir and Helios Organic Kefir have already begun the product verification process.

Enrollment in the Non-GMO Project, North America's only third-party verification and labeling standard for GMO avoidance, affirms Lifeway's dedication to compliance with the Project's rigorous standard. In order to achieve verification, Lifeway's Kefir Products must pass a stringent review process, focused on testing, segregation, and traceability.

Commonly found in the vast majority of packaged products in the U.S. and Canada, GMOs are the result of genetic engineering, whereby the DNA of one species of plant, animal, bacteria or virus is injected into another, creating genetic combinations that can not occur naturally, or through traditional crossbreeding. According to the Non-GMO Project, more than 30 countries impose significant restrictions or outright bans on the production of GMOs, citing health and safety concerns. The U.S. Food and Drug Administration, on the other hand, has approved commercial production of GMOs.

"Our entire company is founded upon the notion of providing naturally healthy and delicious beverages and other products that offer all of the well-documented nutritional benefits of probiotics, without the risk of synthetic additives and GMOs," said Lifeway CEO Julie Smolyansky. "Enrolling in this program signals our commitment to producing real alternatives to conventional, genetically-modified products and helps protect our industry niche in pioneering and producing these immune-boosting, tasty and convenient products."

Numerous studies show that a significant majority of North Americans want to know whether the food they purchase contains GMOs. In fact, a recent CBS/New York Times poll showed that more than half of consumers asked said they would not buy food that has been genetically modified.

Lifeway's cultured dairy products offer a creamy and delicious probiotic boost, courtesy of the company's exclusive lineup of 12 live and active cultures. With convenient packaging for spoon-free, on-the-go enjoyment, Lifeway Kefir products support a healthy immune system, support digestive health, and more. The company's products are made from fresh, local ingredients, with clean, renewable energy for better flavor and reduced energy consumption.

Currently found at more than 10,000 retail stores nationwide, Lifeway products are available at Walmart, Costco, BJ's, Safeway, and Whole Foods, to name a few. The company is currently celebrating its 25th Anniversary with a national Lifeway Kefir tour, working its way across the country with a series of appearances at family events, college campuses and consumer events complete with human-powered blender bikes that will mix Lifeway Kefir smoothies on the spot and will help raise \$25,000 for local charities.

For a complete list of Lifeway's Non-GMO Project enrolled products, visit www.nongmoproject.org.

For more information about Lifeway Foods' Kefir products, visit www.lifewaykefir.com.

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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™. While most regular yogurt contains only two or three of these "friendly" cultures, Lifeway Kefir products offer greater nutritional benefits and support a healthier life. Lifeway produces various 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™ with a no-spill pouch and kid-friendly flavors like Goo Berry Pie and Strawnana Split. In addition to its line of Kefir products, the company produces a variety of probiotic cheese products. Lifeway also sells frozen kefir, kefir smoothies and kefir parfaits through its Starfruit™ retail stores.