

Lifeway Foods to Serve Kefir with Style at the International Restaurant  
& Foodservice Show of NY

Morton Grove, Illinois, February 28, 2007 -- Lifeway Foods, Inc. (Nasdaq: LWAY), the nation's leading Kefir Company, plans to showcase Low Fat kefir as a delicious, must have ingredient in a variety of all natural, probiotic recipes at the International Restaurant and Foodservice Show of New York being held at the Javits Center March 4 – 6, 2007.

Serving yogurt and fruit in the morning is totally passé.... instead top chefs attending the International Restaurant and Foodservice show are looking for hot new trends to really wake a guest up. The perfect option is kefir, a delicious yogurt-style beverage that can be used in a myriad of healthy, and all-natural recipes. From creating fruit parfaits with granola and fresh strawberries to making energy-boosting smoothies, crammed with anti-oxidants, these simple recipes provide a touch of class to an otherwise boring yogurt and fruit morning. At the show Lifeway will teach attendees to be ahead of the market by making delicious kefir treats and serving them with style, in a martini glass or with a fruit kabob on the side.

Not only for breakfast, restaurant and foodservice professionals could use kefir in a variety of ways throughout the day. Marinades for tender meat and unique salad dressings are just a couple more ways to be creative with kefir at either lunch or dinner. Even just drinking kefir straight out of its single serve bottle is a quick, satisfying snack due to its high protein and calcium count.

“We’re excited to explore this new avenue in foodservice by participating in Lifeway’s first ever restaurant and foodservice show,” exclaims Julie Smolyansky, Lifeway’s President and CEO. “Kefir could be presented in so many creative and healthy ways that we are positive it will be hugely successful among restaurants, hotels and other foodservice locations.”

Lifeway will also sample Probugs at the show, an amazing new kid’s kefir that no child can refuse. Probugs is a great addition to a kid’s menu and a healthy, delicious alternative to ice cream. With a patented no spill spout pouch, Probugs is a no mess snack that can be served anywhere from luxury hotels and restaurants to zoos and parks. Made with organic whole milk, Probugs is an awesome alternative to the food usually served in such establishments and will absolutely excite both parents and kids.

Lifeway, recently named Fortune Small Business' 94th Fastest Growing Small Business for the third straight year, is America's leading supplier of the cultured dairy product known as kefir. Lifeway offers 12 different flavors of its Kefir beverage, Organic Kefir and SoyTreat (a soy based kefir). Lifeway also produces a line of products marketed in U.S. Hispanic communities, called La Fruta Drinkable Yogurt (yogurt drinks distinct from kefir). In addition to its line of Kefir

products, the company produces a variety of cheese products and recently introduced a line of organic pudding called It's Pudding.

For more information, contact Lifeway Foods Inc. at (847) 967-1010 or e-mail at [info@lifeway.net](mailto:info@lifeway.net) and visit <http://www.lifeway.net>.