

## **The Stars are aligning with Lifeway Kefir and Probugs™!**

Morton Grove, Illinois, January 8, 2007 – Lifeway Foods, Inc. (Nasdaq: LWAY) is pleased to announce they will be a product sponsor sampling LowFat Kefir and Probugs™, the must have organic kefir for A-list kids and their moms at The Access Hollywood “STUFF YOU MUST...” Lounge in celebration of The Golden Globe® Awards\*.

This invitation-only Gift Lounge takes place January 13 thru 14 at the Sofitel LA, and will feature some of the hottest names in the entertainment industry, whose presence will be helping to raise money for two important charitable causes. During this star-studded, 2 day marathon of pampering and gifting by some of today’s hottest brands, Lifeway will be passing out the latest must-have accessory for Hollywood parents. No, not teacup poodles or cutesy cashmere baby booties. Instead, Lifeway is turning celebrity moms and dads like Lisa Rinna & Harry Hamlin, Pete & Bridgette Wilson – Sampras, James Denton, Melina Kanakaredes, and Rodney & Holly Robinson – Peete on to the power of probiotics and treating their children to Lifeway Probugs™, a new line of creamy, organic whole milk kefir with fun characters and flavors that appeal to even the most finicky of eaters.

“Reaching out to celebrities through gift lounges is an extremely useful way for Lifeway to enhance its brand awareness,” says Lifeway’s President and CEO Julie Smolyansky. “Celebrities are in the know, they are aware of healthy products and are focused on providing the highest quality foods for their kids. Probugs™ are a perfect example and there is no better way to advertise than by having a highly regarded celebrity parent refer to Probugs™ in a positive light.”

With a no-spill spout and easy-to-grip package, Probugs™ are great for tiny hands and even better for growing bodies. Less than half the sugar of most other yogurts, high in bone-building calcium and energy-sustaining protein Probugs™ are crucial for any child, celeb or not. The Kefir in Probugs™ contains 10 live and active cultures (friendly bacteria) that help little bellies stay calm and developing immune systems healthy. Speaking of friendly bacteria, kids also love the funny names and goofy characters, Orange Creamy Crawler and Sublime Slime Lime.

It’s not just celebrities who are catching on to the kefir craze; fitness experts recognize the benefits, too. Trainers-to-the-stars Kathy Kaehler (Julia Roberts, Jennifer Aniston, Cindy Crawford) and Michael Georges (Meg Ryan, Christian Slater) love kefir for its many health benefits, including its ability to aid in weight loss, ease lactose intolerance and maintain a healthy intestinal tract. A great source of calcium and protein, all natural Pomegranate Kefir and Organic Pomegranate/Acai Kefir will be sampled alongside Probugs™ at the Access Hollywood “Stuff you Must...” lounge over this exciting weekend of pampering and glitzing.

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>.

\*No affiliation with The Golden Globe® Awards or the HFPA.

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