

TERRIFYINGLY TERRIFIC, YET HEALTHY HALLOWEEN **On October 31st Pass Out Lifeway Foods *ProBugs*™ Instead of Candy**

Morton Grove, IL, October 18, 2006 – Lifeway Foods, NASDAQ (LWAY), This Halloween when kids are expecting the standard sugar rush, chocolate-covered hands and the mad dash to unwrap an unhealthy treat, change their attitude and pass out **ProBugs**™! This new, certified organic whole milk kefir is the perfect addition to any plastic Orange Pumpkin or old pillowcase filled with the same old sweets. **Lifeway Foods** is looking to change the traditional candy methods with this delectably delicious and incredibly wholesome new kid-friendly product, **ProBugs**™. Marvelous moms and dedicated dads focusing on keeping their family (and neighborhood) healthy are stocking up on this new kefir product for kids ages 2-9. So, break tradition this Halloween and pass out something that will get kids excited about eating healthy (while still maintaining that “scary” Halloween image due to the cartoon bug characters on the package).

The average person spends nearly \$15 on the Halloween candy and coupled with the statistics about childhood obesity and weight problems, **Lifeway Foods** would like to institute a new tradition in order to break away from those harmful eating habits. Data from the Centers for Disease Control and Prevention (CDC) show that today at least one in four children are 20% (or more) heavier than their ideal weight. It is clear that we do not need to be giving children more candy and that we need a healthy alternative -- **ProBugs**™ would like to take that challenge.

ProBugs™ (kefir specifically) has also been found to help with food allergies. Between 5% and 8% of children under the age of three are at risk from food allergies and currently, the only way to deal with food allergies is to avoid problematic food. According to recent studies published in the *Journal of the Science of Food and Agriculture* (doi: 10.1002/jfsa.2649), and research published by the Society of Chemical Industry, reports kefir contains bacteria which could help reduce allergic responses. So, not only is **ProBugs**™ a healthy choice this Halloween, it is a safe choice for children with food allergies.

ProBugs™ is available in two fun flavors, “Sublime Slime Lime™” and “Orange Creamy Crawler™,” which appeals to even the pickiest eaters. Each flavor is powerfully packed with protein, calcium, inulin for calcium absorption, and fiber. **ProBugs**™ contain 10 live and active kefir cultures (most yogurts have two or three types) that give a healthy boost to the digestive and immune system. “ProBugs” refers to “probiotics” and “friendly” bugs found in kefir that inhibit the growth of harmful bacteria in your child’s digestive system.

Creative kids and parents will love **ProBugs**™ innovative, patented no-spill spout pouch, the first dairy product using this technology in the US. This posh pouch is designed so small little hands can hold it easily and the no-spill spout eliminates messes and clean up. The fun packaging also includes cartoon bug characters, **Peter** and **Polly ProBug**™, two ‘friendly’ bugs that help make eating enjoyable! The flexible packaging is an ideal alternative to rigid forms of packaging such as glass, PET, or aluminum cans. Flexible packaging requires 75% less energy to produce and occupies 96% less space than traditional packaging reducing materials that need to be recycled, land filled or incinerated. One truckload of one liter sized flexible packaging is equivalent to approximately 25 truckloads of rigid packaging. The packaging also makes **ProBugs**™ a trouble-free addition to any candy carrier!

ProBugs™ retail for \$4.99 (four 5 ounce servings)

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 on **ProBugs**™ or **Lifeway Foods**, please contact Julie Smolyansky at 847-967-1010 or info@lifeway.net