



## Lifeway Foods Celebrates New Year with National Challenge: 12 Days to a Better 2012

*Inspiring Online Campaign Features Tips, Recipes and Ideas for Feeling Better This Year*

**Morton Grove, IL – (January 23, 2012)** [Lifeway Foods, Inc.](#), (NASDAQ: LWAY) is kicking off 2012 with a new campaign that challenges folks to resolve to feel better this year. The inspirational initiative, titled “12 Days to a Better 2012”, launches today, and features 12 days of online posts, original recipes, and guest bloggers all focused on getting people to incorporate healthy living and body-positive thinking into their lives.

“It’s resolution time again, and we’d like to shift the way people think about making changes for the New Year,” said Julie Smolyansky, chief executive officer of Lifeway Foods, America’s leading supplier of healthful products containing cultured dairy superfood kefir.

“Too often, people set hard to reach goals tied to their looks or size and become frustrated if they don’t quickly see desired results,” notes Smolyansky. “As an advocate for healthy products and living, Lifeway hopes to encourage others to resolve to *feel* better instead. When you feel good, it shows, not only in your appearance, but in every aspect of your life!”

Lifeway Foods kicks off Day 1 today with a blog post featuring thoughts on what it means to feel better – getting active, donating your time, and approaching life with a positive attitude. As the company takes people on a 12-day journey to feeling better, they will be posting tips, recipes and ideas on topics like healthy family dinners, creating good habits, and teaching kids about healthy living. There will also be guest bloggers, including Amelia Winslow from [Eating Made Easy](#), and Lifeway Foods CEO Smolyansky.

The company is also challenging people to enjoy Lifeway kefir as part of their daily routine for 12 days straight so they can experience for themselves the benefit of its 12 live and active cultures. Far richer in probiotics than yogurt, Lifeway kefir is a nutritious, drinkable dairy beverage with the consistency of a smoothie that research shows may support immunity and digestion.

“Kefir is loaded with probiotics, calcium and protein,” said Smolyansky. “The goal of our challenge is to help people start feeling better this year, which we believe is entirely possible after 12 days of our ‘eco-system balancing’ kefir products.



For more information about Lifeway Kefir, please visit <http://www.lifewaykefir.com>.

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#### *About Lifeway Foods*

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™. 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

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