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Lifeway Foods Partners with Christy Turlington Burns to Make Every Mother Count

Purchase of specially marked product will benefit campaign

Morton Grove, IL— **May 6, 2011** – Lifeway Foods, Inc., (NASDAQ: LWAY) a leading supplier of cultured dairy products known as kefir and organic kefir, announces today that in celebration of mothers around the world, Lifeway Foods has joined Christy Turlington Burns and the Every Mother Counts campaign to raise awareness and improve the health and lives of mothers and children everywhere.

Turlington Burns launched Every Mother Counts at the debut of her documentary film *No Woman, No Cry*, which tells the moving stories of at-risk pregnant women and their caregivers in four countries. For hundreds of thousands of women each year, pregnancy is a death sentence. Nearly all of these deaths can be prevented.

With the purchase of delicious Kefir beverages, consumers can be part of the solution. Lifeway will donate a portion of each purchase of specially marked bottles of Low Fat Blueberry Kefir to Every Mother Counts beginning this summer until the end of the year.

“I’m so excited to be partnering with Lifeway Foods” said Turlington Burns. “As an advocate for healthy products and living, their help in bringing global awareness to maternal health efforts enables involvement not only for me but for all of their customers, too. Together we can really make a difference.”

For 25 years, Lifeway Foods has provided the best in probiotic and nutritious foods to help improve the health of customers.

“When I was pregnant with my girls, I had access to the best nutritional and prenatal care available, but that isn’t the case for millions of moms around the world. We are proud to support Christy Turlington Burns and Every Mother Counts in an effort to raise awareness about the need for improved care,” said Julie Smolyansky, chief executive officer of Lifeway Foods.

Lifeway is one of the first food companies to join the Every Mother Counts effort.

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 probiotic cheese products. Lifeway also sells frozen kefir, kefir smoothies and kefir parfaits through its Starfruit™ retail stores.

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Every Mother Counts

Every Mother Counts is an advocacy and mobilization campaign working to increase education and support for maternal and child health. Every Mother Counts seeks to engage policymakers and thought leaders, develop new partnerships and encourage people to take action to improve the lives of women worldwide. For more information and to find out how to help, visit www.everymothercounts.org.

No Woman, No Cry

Hundreds of thousands of women die each year from complications of pregnancy. *No Woman, No Cry* tells the personal stories of pregnant women in four countries: a Maasai woman in labor must walk five miles to a clinic with no electricity, a pregnant woman in the slums of Bangladesh too ashamed to seek out care, a pregnant OB in Guatemala who helps women who have suffered from complications, and a midwife in central Florida who treats uninsured women who are denied appointments elsewhere. The film will have its broadcast premiere on the Oprah Winfrey Network (OWN) on Saturday, May 7, at 9:30 p.m. ET/PT and will air again Sunday, May 8, at 1 p.m. ET/PT.