

Lifeway Foods, Inc.
For Immediate Release

Lifeway Foods Announces Opening of Second Starfruit(TM) Cafe

MORTON GROVE, Ill., June 1 /PRNewswire-FirstCall/ -- Lifeway Foods, Inc. (Nasdaq: [LWAY](#) - [News](#)), the country's leading manufacturer of kefir and a provider of other natural and organic dairy products will open the second installment of its Starfruit(TM) Cafe, a "kefir boutique" that will offer several flavors of frozen kefir with over 20 toppings as well as customized kefir parfaits, and smoothie-style kefir drinks.

The new location will host its grand opening on June 11, 2009 in the bustling Lincoln Park neighborhood of Chicago at 2142 N. Halsted. The new location will boast a larger space than the original, complete with such additions as a children's play area. Starfruit will be offering one free topping for all customers who come in that day as a special promotion.

Along with the original Starfruit(TM) Cafe, located at 1745 W. Division St. in Chicago, this new location provides another sales channel for Lifeway's flagship products, coincides with the resurgence in the frozen yogurt category and offers an opportunity for Lifeway to promote the health benefits of its kefir products beyond grocery shelves.

Those benefits include 10 live and active probiotic cultures that have been shown in various studies to enhance the immune system, fight fatigue, promote gastrointestinal health, aid in vitamin and mineral absorption, and ease lactose intolerance. Yogurt has a similar taste and texture to kefir but many of these frozen yogurt style shops do not use a real live and active product and contain only two or three of these cultures if any.

Starfruit(TM) is also now offering franchising opportunities of this retail concept. For more information on franchising please email franchising@starfruitcafe.com or call 877-281-3874.

About Lifeway Foods, Inc.

Lifeway, recently named Fortune Small Business' 49th Fastest Growing Small Business, is America's leading supplier of the cultured dairy product known as kefir. Lifeway Kefir is a dairy beverage that contains Lifeway's exclusive 10 live and active probiotic cultures, making it considerably more nutritious than two or three culture regular yogurt. Lifeway offers 12 different flavors of its kefir beverage, Organic Kefir and La Fruta Drinkable Yogurt for US Hispanic communities, plus a children's line of organic kefir products called ProBugs(TM) in a no-spill pouch in kid-friendly flavors, and a variety of cheese products. Lifeway also sells frozen kefir and kefir smoothies through its Starfruit(TM) Cafe retail stores.

Lifeway Kefir is on Facebook and followed on Twitter http://twitter.com/lifeway_kefir.
Starfruit is on Facebook and can be followed on Twitter <http://twitter.com/starfruitcafe>.
For more information, contact Starfruit(TM) at (877) 281-3874 or e-mail at info@starfruitcafe.com and visit <http://www.starfruitcafe.com>