



Media Contacts:

Lifestyle
Joe Cutaia - k101 Agency
joe@k101agency.com
312 265 8373

Trade
Erin O'Connor - SSPR
eoconnor@sspr.com
847-415-9320

Starfruit Frozen Kefir to Sweeten Menus at Ravinia Festival, Taste of Chicago & Lollapalooza

Low-Cal Soft Serve Adds Galactic Goodness to Chicago Summer Venues

Morton Grove, IL (June 8, 2011) — [Starfruit™ Café](#) is landing its frozen kefir starship at the Ravinia Festival, Taste of Chicago and Lollapalooza this summer, bringing its good-for-you soft serve to all three Chicago-area summer celebrations with first-time appearances at both Ravinia and the Taste. Starfruit's low-fat, low-cal, probiotic frozen kefir – created by leading kefir producer [Lifeway Foods, Inc.](#) (Nasdaq: LWAY) and served in Starfruit boutiques around Chicagoland– will be offered at the three sites in multiple flavors with healthy toppings for a 'stellar' dessert option that's also easy on the waistline.

At Ravinia Festival, the outdoor music venue opening June 9 in suburban Highland Park, Starfruit frozen kefir will be served at the Carousel ice cream shop in original and pomegranate flavors. Topping choices will include strawberries, blueberries, chocolate chips, M&Ms, crushed Oreos and rainbow sprinkles.

At the Taste of Chicago, the world's largest outdoor food festival running June 24 to July 3 in Chicago's Grant Park, Starfruit frozen kefir is one of only five desserts selected for inclusion in the Humana Healthier Choices program that identifies festival foods falling within specific calorie, sodium and fat guidelines. Original, pomegranate, strawberry and birthday cake Starfruit flavors will be sold in a 9 oz portion with a two-topping choice of blueberries, rainbow sprinkles, chocolate chips and Milk and Honey Granola. Smaller Taste portions will be available in original and pomegranate varieties.

At 2011 Lollapalooza, the annual eclectic music festival celebrating its 20th anniversary August 5-7 in Grant Park with acts from electronica to hip hop, rock and avant garde, Starfruit frozen kefir will be served in one of the two food courts in original, pomegranate, strawberry and blueberry flavors with assorted toppings.

Festival goers who document their presence at the Starfruit booth at any of the three events by checking in at Foursquare will receive \$1 off their next purchase at any Starfruit Café location.

Each Starfruit frozen treat contains less than 22 calories and zero grams of fat per ounce (before toppings). Like the Lifeway Kefir from which it is made, it is also 100% gluten-free, 99% lactose-free, and packed with 12 live and active probiotic cultures shown by researchers to offer health benefits including digestion support and enhanced immunity. That's roughly half the calories and three to four times more probiotic power than frozen yogurt.

"Millions of people attend Ravinia Festival, the Taste of Chicago and Lollapalooza every summer, including over 2.6 million last year at the Taste alone. Many are looking for healthier alternatives to satisfy their sweet tooth," said Lifeway Foods CEO Julie Smolyansky. "Our presence at these venues will provide that alternative, introduce many new

consumers to frozen kefir, and spread the word about our Starfruit Cafés as well as the new [Lifeway Frozen Kefir](#) that we have just begun selling in grocery stores.”

Starfruit Café retail stores are located at 1745 W. Division in Wicker Park; 2142 N. Halsted in Lincoln Park; Block 37, Pedway Level, 108 N. State in Chicago’s Loop; and in the Merchandise Mart at 222 Merchandise Mart Plaza. Starfruit frozen kefir is also served in the main concourse concession at Wrigley Field. For more information, visit www.starfruitcafe.com, call 312-527-3675, or join the Starfruit conversation at twitter.com/starfruitcafe or facebook.com/starfruitcafe.

New Lifeway Frozen Kefir is sold in grocery freezers in one-pint strawberry, pomegranate, mango and original flavor containers. The original flavor is also sold in a 3.6-oz. single-serve size packaged with a spoon. For more information and a list of retail stores carrying the product, visit www.lifewaykefir.com, twitter.com/lifeway_kefir or facebook.com/lifewaykefir.

About Lifeway Foods, Inc.

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 ten exclusive live and active probiotic cultures plus ProBoost™. While most regular yogurt contains only two or three of these "friendly" cultures, Lifeway Kefir products offer greater nutritional benefits and support a healthier life. Lifeway produces various different flavors of its drinkable Kefir and Organic Kefir beverage; a children's line of Organic Kefir called ProBugs™ with a no-spill pouch and kid-friendly flavors like Goo Berry Pie and Strawnana Split; and the market’s first frozen kefir available in grocery freezers. 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.