

## **Lifeway Foods, Inc.**

For Immediate Release

### **Lifeway Foods is Treating the first 5,000 consumers to visit [www.Kefir.com](http://www.Kefir.com) to a FREE Kefir Probiotic Wellness Bar. And that's no Trick!**

**MORTON GROVE, IL. –Oct 15, 2009-** (Nasdaq: LWAY), Just in time for Halloween, Lifeway Foods, makers of the nutritious, probiotic dairy beverage called Kefir, would like to treat you with a sweet and healthy alternative to high-sugar snacks and candy. Beginning Monday, October 19, Lifeway Foods will be giving away a free Kefir Probiotic Wellness Bar to the first 5,000 people who go online and register at [www.Kefir.com](http://www.Kefir.com). This complimentary offer will include free shipping to anywhere in the continental United States. Limit one per household.

Kefir Probiotic Wellness Bars contain the same exclusive 10 live and active probiotic cultures as the drinkable Lifeway Kefir you know and love, and they provide the same stellar health benefits, too. Kefir Wellness bars are great for on-the-go. Perfect for lunches, tucking in a gym bag or taking onto a plane, these delicious snack bars come in three flavors; Chocolate Crisp, Pomegranate, and Sweet 'n' Salty.

CEO Julie Smolyansky commented "We wanted to do a fun promotion to celebrate Halloween in a healthy way. With all of the candy adorning supermarket shelves across the country, it's important to remember that there are some very tasty alternatives that are also good for you."

Find Kefir Wellness bars right next to the Lifeway Kefir in the refrigerated dairy section of your local grocery store or buy online at [www.Kefir.com](http://www.Kefir.com)

#### **About Lifeway Foods**

Lifeway Foods, Inc., recently named one of Fortune Small Business' Fastest Growing Companies for the 4<sup>th</sup> year in a row, is America's leading supplier of the cultured dairy product known as Kefir, and America's sole supplier of Organic Kefir. Lifeway Kefir is a dairy beverage that contains 10 exclusive live and active probiotic cultures. While most regular yogurt contains only two or three of these "friendly" cultures, Lifeway Kefir products offer even more nutritional benefits. Lifeway produces 12 different flavors of its drinkable Kefir and Organic Kefir beverage, and recently introduced a series of innovative new products such as a children's line of Organic Kefir products called ProBugs (TM) with a no-spill pouch and kid-friendly flavors like Orange Creamy Crawler, Goo Berry Pie, and Sublime Slime Lime. In addition to its line of Kefir products, the company produces a variety of probiotic cheese products, and a line of products marketed in US Hispanic communities called La Fruta Drinkable Yogurt (yogurt drinks distinct from Kefir).

Lifeway Foods, Inc.

Phone: 877.281.3874

Email: [info@Lifeway.net](mailto:info@Lifeway.net)

[www.Kefir.com](http://www.Kefir.com) and [www.StarfruitCafe.com](http://www.StarfruitCafe.com)

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