Lifeway Foods, Inc.

For Immediate Release

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Lifeway Foods Selected as Exclusive Yogurt Supplier to Lincoln Park Zoo

Morton Grove, Illinois, March 20, 2009 -- Lifeway Foods, Inc. (NASDAQ: LWAY), the country's leading manufacturer of kefir and a provider of other natural and organic dairy products, announced today that it has been selected as the exclusive yogurt supplier to Chicago's Lincoln Park Zoo. Under the agreement, effective April 1, Lifeway will sell its kefir products at multiple zoo concessions, offer samples and coupons at various zoo events, and make its latest Starfruit frozen kefir boutique an official packet pickup location for the United Run for the Zoo on June 7.

Products to be sold at the zoo include Lifeway Kefir, a dairy beverage that combines the creaminess of a milkshake or smoothie with the tang of yogurt and 10 probiotic cultures that promote good health; and ProBugsTM, a children's line of organic kefir that comes in a no-spill pouch in kid-friendly flavors like Orange Creamy Crawler, Goo Berry Pie, and Sublime Slime Lime. These and other Lifeway products will be sold at the Café at Wild Things, the zoo's seasonal organic café, and Park Place Café, which is open year-round.

In addition, Lifeway products will be distributed at zoo events including the SuperZooPicnic on June 19, Harvest Days on October 3-4, and Spooky Zoo Spectacular on October 24.

"Lifeway Foods and Lincoln Park Zoo are a natural fit. Both organizations are committed to the health and well-being of animals and humans alike," said Bryan Anderson, Vice President of Sales and Events for Lincoln Park Zoo. "This partnership will add appealing new menu options for everyone who needs a pick-me-up while they're enjoying their favorite wildlife here at the zoo."

"Every year, Lincoln Park Zoo gets millions of visitors, and they host many events that attract the Chicago-area community at large," said Lifeway President Julie Smolyansky. "This agreement gives us the opportunity to associate ourselves with one of the city's most popular and respected institutions, reach many new people who may not yet have tasted our delicious and healthy products, and increase brand visibility among existing Lifeway fans as well."

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 ProBugsTM in a nospill pouch in kid-friendly flavors, and a variety of cheese products. Lifeway also sells frozen kefir and kefir smoothies through its Starfruit 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 Lifeway Foods, Inc. at (877) 281-3874 or e-mail at info@lifeway.net and visit http://www.lifeway.net and visit http://www.lifeway.net</

About Lincoln Park Zoo

Lincoln Park Zoo, a historic Chicago landmark founded in 1868, is dedicated to connecting people with nature by providing a free, family-oriented wildlife experience. A leader in conservation science both globally and locally, the zoo exemplifies the highest quality animal care and educational outreach. The not-for-profit zoo, managed by The Lincoln Park Zoological Society, is a member-supported organization and one of the nation's only free, privately managed zoos. For more information, call 312-742-2000 or visit www.lpzoo.org.

This news release contains forward-looking statements. Investors are cautioned that actual results may differ materially from such forward-looking statements. Forward-looking statements involve risks and uncertainties including, but not limited to, competitive pressures and other important factors detailed in the Company's reports filed with the Securities and Exchange Commission.