

Pure Culture Organics™ Announces Litigation and General Business Update, New Product Development

Litigation Update:

In a victory for consumers, Pure Culture Organics™ (PCO) today announced that after a series of [court rulings against](#) Lifeway Foods NASDAQ: ([LWAY](#)), Lifeway Foods chose to dismiss its claims against PCO rather than proceed to a ruling on the merits.

Edward Smolyansky, PCO Co-founder and President, stated, “As the largest shareholders of Lifeway Foods as well as the founders of PCO, we are extremely pleased Lifeway abandoned its lawsuit, and PCO can pivot from having to focus on beating back frivolous law suits to building on the momentum of its new product developments like PCO Kids Kefir, as well as beginning to build our sales and marketing team.”

Mr. Smolyansky added, “While I understand—although disagree with--the personal motivations of my sister and CEO in trying to use these lawsuits as a to seek my mother’s stock in Lifeway Foods and consolidate her control of the company, I do not understand why Lifeway Foods’ Board of Directors approved her request to waste millions of dollars in company money to pursue frivolous lawsuits against myself and Ludmila Smolyansky in furtherance of the CEO’s chase of *personal* gain. These cowardly and incompetent tactics are just another in a long line of abuses of power by my sister Julie, and her ethically challenged Board and only strengthen my resolve for full vindication as I continue in the near future, toward our stated goal of replacing the current regime and to conduct a legitimate, independent evaluation of strategic alternatives, which Julie and her Board undoubtedly failed to perform over the last two years.”

Mr. Smolyansky concluded, “Im also frankly bewildered by my sister and her spouse’s decision to sue PCO, a purported competitor, which at the time, was only operational for 2 two weeks and had not yet sold a single unit, but has now been legitimized by the US’s top selling Kefir brand, targeting it with an injunction. Defeating the injunction is certainly great free advertisement as well.”

Business and New Product Development:



*Pure Culture Organics Kefir + Collagen for Kids
- in convenient resealable soft pouch packages*

In a move to delight young consumers and health-conscious parents alike, PCO is also excited to announce the development of Pure Culture Organics+ Kids Pouches with Collagen. These convenient, portable, and nutritious kefir pouches are designed specifically for children, providing a delicious and healthy snack option, with the addition of collagen peptides. Smolyansky stated “The addition of collagen peptides to probiotic beverages is a novel approach to functional ingredients that we feel have broader applications across a wider age spectrum than just adults. As more research is done, this should be a trend we should pay attention to.”



*Pure Culture Organics Kefir
- a variety of flavors in multi-serving 32 oz bottles*

Additionally, PCO is thrilled to announce the upcoming launch of its full line of kefir, expanding beyond its original offerings to include an array of new flavors and formulations. This new lineup includes unique blends such as Wild Blueberry, Strawberries N' Cream, Vanilla Peach and more, catering to a diverse range of taste preferences. To promote this exciting new range, PCO has produced a [vibrant and engaging video](#) spot that highlights the rich, creamy texture and health benefits of PCO's kefir, emphasizing its products as a leading choice for consumers seeking both flavor and wellness in their dietary options.

Philanthropy

On May 31, 2024, The Ludmila and Edward Smolyansky Foundation, the philanthropic arm of Pure Culture Organics of Chicago, Illinois, announced it had [made a \\$1 million commitment](#) to Ann & Robert H. Lurie Children's Hospital of Chicago, specifically allocated to the Cardiology Program Fund and the Access for Every Child Fund.

"As someone who has witnessed firsthand the impact of healthcare expenses on families, I am honored to be able to contribute to the Ann & Robert H. Lurie Children's Hospital of Chicago and their mission of providing compassionate care to all," said Smolyansky.

For media inquiries or further information, please contact Jenna Strobel at info@purecultureorganics.com.

About the Ludmila and Edward Smolyansky Foundation

The Ludmila and Edward Smolyansky Foundation is committed to empowering individuals and communities facing financial burdens from healthcare needs. With a focus on philanthropy and community outreach, the foundation seeks to make a positive impact on the lives of those in need.

About PCO

Pure Culture Organics, makers of organic Kefir, was founded in 2023 on the belief that digestive health is fundamental to overall personal well-being and that being a responsible producer is fundamental to the well-being of the planet.

Along with the Foundation, our mission is to improve overall well-being through healthy eating and promote a better understanding of probiotics, the microbiome, and their impact on a healthy lifestyle.

To learn more, visit <https://purecultureorganics.com>.

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