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## FOR IMMEDIATE RELEASE

### **Conscious Capitalism, Inc. Announces KIND® Founder and CEO Daniel Lubetzky and Lifeway Foods CEO and President, Julie Smolyansky to Keynote Conscious Capitalism 2016**

*Executives, Entrepreneurs, Coaches & Consultants Gathering in Chicago, April 12 - 14, 2016 to Deepen Their Understanding and Practice of the Principles of Conscious Capitalism*

PORTLAND, OR. FEBRUARY 11, 2016. Conscious Capitalism, Inc. CEO Doug Rauch announced that Daniel Lubetzky, Founder and CEO of KIND Healthy Snacks, will present a keynote at the annual Conscious Capitalism conference, April 12 - 14, 2016 at Loews Chicago O'Hare Hotel. "Daniel's approach to conducting business has attracted a lot of fans in the Conscious Capitalism Movement. We're excited to bring him to our audience for the first time this year," said Rauch.

KIND is among the fastest-growing US snack companies, founded and led by Lubetzky. More than one million acts of kindness have been inspired through the company's social mission, the KIND Movement, since the company's inception in 2004. Lubetzky is also the author of the *New York Times* bestseller *Do the KIND Thing* and recently launched The KIND Foundation, a separate charitable entity currently accepting nominations for individuals transforming their communities through kindness. Together with a judging panel, the Foundation will give away \$1mm in prizes to six exemplary winners.

Lubetzky is joined by Julie Smolyansky, CEO and President of Lifeway Foods (NASDAQ: LWAY).

Smolyansky became the youngest female CEO of a publicly held firm when she took over Lifeway Foods at age 27. She has bolstered the company's growth trajectory with innovative product development and marketing strategies and expanded distribution throughout the United States, Canada, Latin America and the UK. She was recently named to *Fortune Business*' 40 under 40.

The rest of the forty-eight hour program events will be comprised of more than thirty 75-minute practicums, designed to deliver practical tools and best practices for applying the principles of Conscious Capitalism to everyday decisions.

CC 2016 is designed for CEOs and their executive teams, executives and entrepreneurs, as well as consultants and coaches who serve and support them, and anyone interested in Conscious Capitalism.

Keywords: Conscious Capitalism, CC 2016, Daniel Lubetzky, KIND Snacks, Do the KIND Thing, Julie Smolyansky, Lifeway Foods

For more information about Conscious Capitalism 2016 visit the [Conscious Capitalism website](#) or the [event registration page](#).

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**About Conscious Capitalism.** Conscious Capitalism is a movement dedicated to elevating humanity through business.

Conscious Capitalism, Inc. is a non-profit organization dedicated to cultivating the theory and practice of Conscious Capitalism through events, presentations, publications and social media. We also support an emerging network of Conscious Capitalism Chapters, which serve as communities of inquiry for business leaders, entrepreneurs, coaches and consultants and others.

**About KIND Healthy Snacks.** Since its founding in 2004, [KIND](#) has been on a mission to make the world a little kinder one snack and one act at a time.

KIND's snacks are made from delicious, wholesome ingredients, are gluten free and are made from non-genetically engineered ingredients. KIND currently offers seven different snack lines including: KIND® Fruit & Nut and KIND® PLUS, two lines of delicious whole nut & fruit bars; KIND® Nuts & Spices, a line of whole nut & spice bars that have 5g of sugar or less; KIND Healthy Grains® Clusters, delicious blends of five super grains; KIND Healthy Grains® Bars, a line of crunchy and chewy granola bars; and STRONG & KIND®, a line of bold, savory bars featuring 10g of protein. KIND's newest innovation – KIND® BREAKFAST – are soft baked with a crispy outside, providing sustained energy from whole grains.

Through its social mission – known as the KIND Movement – KIND, together with its community, is committed to inspiring kindness through acts big and small. It fulfills this commitment through programming like [KIND Causes](#), which helps people bring their socially-impactful ideas to life with monthly grants.

To snack happy visit [kindsnacks.com](#), and to join the community visit [kindmovement.com](#).

**About Lifeway Foods, Inc.** Lifeway Foods, Inc. (LWAY), recently named one of *Forbes'* Best Small Companies, is America's leading supplier of the probiotic fermented beverage known as kefir. In addition to its line of drinkable kefir, the company also produces frozen kefir, specialty cheeses and a ProBugs line for kids. Lifeway's tart and tangy cultured dairy products are now sold across the United States, Canada, Latin America and the United Kingdom. Learn how Lifeway is good for more than just you at [Lifewaykefir.com](#).