



LifeVantage Closes Out Successful Elite Academy, Launches Enhanced Weight Management System

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SALT LAKE CITY, Feb. 11, 2019 (GLOBE NEWSWIRE) -- LifeVantage wrapped up another successful Elite Academy in Charleston, S.C., over the weekend that played host to nearly 4,000 in-person and via live stream and that was headlined by the launch of an enhanced version of the company's PhysIQ™ Weight Management System.

The event comes on the heels of a record-breaking \$58.2 million revenue quarter that has put the company on pace for a record year.

"This means that your businesses – each of you individually and collectively – had your best and most successful months in the history of the company last quarter," LifeVantage CEO Darren Jensen told attendees as he welcomed them to the event. "It's one of many indicators that our mission as one of the world's premier biohacking companies continues to resonate. As a company, we're on an exciting trajectory. Now, I believe, is the best time to be part of LifeVantage."

One reason for that is the continued innovation and introduction of new products, including the new PhysIQ™ Weight Management System now counted among them. It was made available for purchase for the first time during the event.

"Critical to any weight management system are three pillars that need addressing: gut health, abdominal fat, and muscle mass," said LifeVantage Senior Vice President of Research & Development Dr. Nathalie Chevreau. "Our new system targets all three."

Formerly comprised of four products, the updated PhysIQ™ System has been simplified to three: PhysIQ™ Protein with an updated whey only-based formula and increased protein amounts (from 12 grams to 18 grams), an updated PhysIQ™ Fat Burn formula with increased amounts of Sinetrol®† to support the body's metabolism for continuous and prolonged fat burning, and a brand-new product — PhysIQ™ Prebiotic — a supplement geared to support a balanced gut microbiome and promote a healthy bacteria balance and digestive tract.* The Prebiotic completely sold out of the inventory in stock at the event.

While the company's ProBio probiotic supplement will work in tandem with PhysIQ Prebiotic to give the gut the support it needs,* it has been permanently transferred from the PhysIQ system to the award-winning Vitality Stack line. PhysIQ™ Cleanse* has also been removed from the line and discontinued altogether.

"The unique thing about the PhysIQ™ Weight Management System is it's a long-term solution for biohackers," said LifeVantage Vice President of Brand Strategy Jina Anson. "It's not a quick fad, it's not something where you're going to see drastic results in a couple of days because that's not sustainable and can wreak havoc on your body. We wanted something that works all together synergistically for a long-term solution."

The new and updated products are available to the masses for purchase – both as a system and individually – effective immediately.

In addition, LifeVantage CMO Ryan Goodwin gave a technology update and reported specifically on app usage and correlating productivity rates. More than 20,000 have downloaded the new app since it launched last year. Thus far, app users are creating double the customer and distributor accounts as compared to non-app users. Prolific users are creating new accounts at a rate four times that of non-app users. Machine learning is helping make the business-building experience smarter and more sophisticated every time the app is used. It's all part of the company's vision to make building a business at LifeVantage as easy as it is taking an Uber.

Country music song-writer Jimmy Yeary was on hand as a keynote speaker, as was NCAA wrestling national champion (2010-11) and onetime pull-up world record holder Anthony Robles, who was born with one leg and who has been taking Protandim® since 2011.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

† Sinetrol® is a registered trademark owned by Fytexia SAS.

About LifeVantage

LifeVantage Corporation (Nasdaq:LFVN) is a pioneer in Nutrigenomics – a new science dedicated to biohacking the human aging code. The company is engaged in the identification, research, development, and distribution of advanced nutraceutical dietary supplements and skin and hair care products, including Protandim®, a line of scientifically-validated dietary supplements; TrueScience®, a line of Nrf2-infused skin care and hair care products; Petandim™ for Dogs, a companion pet supplement formulated to combat oxidative stress in dogs; Axio® Smart Energy Drink mixes; PhysIQ™, a Smart Weight Management System; and Omega+, a 3-in-1 fish oil supplement. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah. For more information, visit www.lifevantage.com.

Forward Looking Statements

This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Words and expressions reflecting optimism, satisfaction or disappointment with current prospects, as well as words such as "believe", "hopes", "intends", "estimates", "expects", "projects", "plans", "anticipates", "look forward to", "goal", "may be", and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. Examples of forward-looking statements include, but are not limited to, statements we make regarding our future growth, distributor success, and shareholder value. Such forward-looking statements are not guarantees of performance and the Company's actual results could differ materially from those contained in such statements. These forward-looking statements are based on the Company's current expectations and beliefs concerning future events affecting the Company and involve known and unknown risks and uncertainties that may cause the Company's actual results or outcomes to be materially different from those anticipated and

discussed herein. These risks and uncertainties include, among others, those discussed in greater detail in the Company's Annual Report on Form 10-K and the Company's Quarterly Report on Form 10-Q under the caption "Risk Factors," and in other documents filed by the Company from time to time with the Securities and Exchange Commission. The Company cautions investors not to place undue reliance on the forward-looking statements contained in this document. All forward-looking statements are based on information currently available to the Company on the date hereof, and the Company undertakes no obligation to revise or update these forward-looking statements to reflect events or circumstances after the date of this document, except as required by law.

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