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LIFEVANTAGE CORPORATION PROVIDES FURTHER INFORMATION ON ADDITIONAL STUDIES INVOLVING PROTANDIM®

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)--LifeVantage Corporation (OTCBB: LFVN), formerly Lifeline Therapeutics, Inc., maker of Protandim®, provided further information regarding human clinical and laboratory studies investigating Protandim®. "We are pleased to report progress on the more than 20 human clinical and laboratory studies involving Protandim®, the unique approach to antioxidant therapy," said James J. Krejci, Chief Executive Officer of LifeVantage. "Almost all of the studies were initiated as a result of our published, peer-reviewed human clinical trial which demonstrated that Protandim® increased the blood levels of two important antioxidant enzymes while significantly decreasing oxidative stress," added Krejci.

In December, LifeVantage announced that more than 20 physicians and researchers at universities and hospitals in six countries had begun laboratory and clinical studies with Protandim®. The studies deal with the alleviation of oxidative stress under various health conditions.

"The investigation of Protandim® in boys with Duchenne Muscular Dystrophy ("DMD") is particularly exciting," stated Dr. Joe McCord, Director of Science for LifeVantage. "As a result of the ABC PrimeTime telecast featuring Protandim® in June 2005, parents of several boys with DMD tried Protandim® for their sons, and felt that there were improvements in strength and endurance, and cognitive function," reported Dr. McCord.

Muscular dystrophy is one of more than 100 human diseases associated with oxidative stress. DMD is a genetic disease affecting only males and is characterized by the complete absence of an important protein necessary for normal muscle function. These boys often appear normal at age two, but are in wheelchairs by age 12 and usually do not survive much beyond their teens. One of the parents undertook the organization of an observational trial of 15 boys with DMD, which is now complete and supports the original observations. This parent was aware of the difficulties encountered when trying to capture the interest of clinicians or researchers with anecdotal evidence associated with the use of a dietary supplement. His objective in carrying out the study was to amass enough data, with at least some controls in place, to make a compelling enough case to warrant further investigation. The study has been made available to DMD parents, clinicians, and researchers, and will soon be more widely available.

The observations of a number of parents whose boys are taking Protandim® are posted on DMD websites such as parentprojectmd.org. The observations are reported on the message board in the "research, treatment and care" category. Posting on these sites is restricted to DMD parents, but anyone can read the discussion.

"The observational study has served its intended purpose, as a laboratory study is already underway using the mdx mouse model of DMD, and human clinical trials are being planned," concluded Dr. McCord.

About the Protandim® Peer-Reviewed Human Clinical Study

The Protandim® peer-reviewed clinical trial was published in January 2006 in the Journal of Free Radical Biology and Medicine. The study showed the results of a human clinical trial of Protandim® in healthy adults ranging in age from 20 to 78 years old. Protandim® increased the blood levels of two important antioxidant enzymes, superoxide dismutase (SOD) and catalase (CAT), while significantly decreasing an important biomarker of oxidative stress. These changes were seen in subjects of all ages.

Ongoing or Planned Human Clinical and Laboratory Studies

Universities and institutions conducting research include:
University of Colorado
Denver Health Medical Center
Children's Hospital, Denver
University of Florida
University of Kentucky
University of Michigan
Louisiana State University
Ohio State University
Vanderbilt University
Glamorgan University, Wales

Sahlgrenska University Hospital, Goteborg, Sweden
University of Toronto/St. Michael's Hospital, Canada
University Hospital, Brno, Czech Republic
Mexican Institute of Social Security, Mexico City

The topics under investigation or in planning stages deal with the alleviation of oxidative stress under the following conditions:
Heart disease
Coronary artery bypass graft failure
Asthma
Duchenne muscular dystrophy
Metabolic syndrome
Non-alcoholic fatty liver disease
Optic neuropathy
Altitude sickness
Skin cancer
Photoaging of the skin
Renal failure
Osteoarthritis
HIV/AIDS-associated lipodystrophy
Pulmonary hypertension
Periodontal disease

About Protandim®

Protandim® is not an antioxidant, but rather a unique approach to antioxidant therapy. Protandim® is a patent-pending dietary supplement that increases the body's natural antioxidant protection by inducing protective enzymes, including superoxide dismutase (SOD) and catalase (CAT). These naturally occurring enzymes become overwhelmed by free radicals as we get older. Oxidative stress (structural and functional damage caused by free radicals) occurs as a person ages, when subjected to environmental stresses or as an associated factor in certain illnesses. TBARS are laboratory markers for oxidative stress in the body. Data from a peer-reviewed, published scientific study in men and women, sponsored by LifeVantage, show that after 30 days of taking Protandim®, the level of circulating TBARS decreased an average of 40 percent, with this decrease shown to be maintained at 120 days with continued use. Protandim® strengthens a person's defenses against oxidative stress by increasing the body's natural antioxidant enzymes. For more information, please visit the Protandim® product web site at www.protandim.com.

About LifeVantage Corporation

LifeVantage Corporation markets Protandim®. LifeVantage is committed to helping people achieve health and wellness for life. For more information, please visit the Company's web site at www.LifeVantage.com.

Except for historical information contained herein, this document contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, applicable common law and Securities and Exchange Commission rules. The Company uses the words "anticipate," "believe," "could," "should," "estimate," "expect," "intend," "may," "predict," "project," "plan," "target" and similar terms and phrases, including references to assumptions, to identify forward-looking 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 are difficult to predict accurately and may be beyond the control of the Company. The following factors are among those that may cause actual results to differ materially from our forward-looking statements: government regulators and regulations could adversely affect our business; future laws or regulations may hinder or prohibit the production or sale of our existing product and any future products; unfavorable publicity could materially hurt our business and the value of your investment; the Company's ability to protect our intellectual property rights and the value of our product; and the illiquidity of our common stock. These and other additional risk factors and uncertainties are discussed in greater detail in the Company's Annual Report on Form 10-KSB under the caption "Risk Factors," and in other documents filed the Company from time to time with the Securities and Exchange Commission. Forward-looking statements made by the Company in this news release or elsewhere speak only as of the date made. New uncertainties and risks come up from time to time, and it is impossible for the Company to predict these events or how they may affect the Company. The Company has no duty to, and does not intend to, update or revise the forward-looking statements in this news release after the date it is issued. In light of these risks and uncertainties, investors should keep in mind that the results, events or developments disclosed in any forward-looking statement made in this news release may not occur.

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