



June 30, 2011

## **LifeVantage Announces Leading Industry Scientists Strengthen Management Team and Scientific Advisory Board**

### **Dr. Joe McCord Appointed Chief Scientific Officer and Dr. Brooks Hybertson Commits to Scientific Advisory Board**

SALT LAKE CITY, June 30, 2011 /PRNewswire/ -- [LifeVantage Corporation](#) (OTCBB: LFN), the maker of science-based solutions for the reduction of oxidative stress by the synergistic activation of Nrf2, announced today that renowned scientist, co-discoverer of superoxide dismutase and a pioneer in the area of Free Radical Biology, Dr. Joe M. McCord, has accepted the position as the Company's Chief Scientific Officer. In addition, Dr. Brooks Hybertson, nationally-recognized oxidative stress researcher, has been reappointed to the Company's Scientific Advisory Board.

(Logo: <http://photos.prnewswire.com/prnh/20090930/LIFEVANTAGELOGO>)

Doug Robinson, LifeVantage CEO commented, "We are very pleased to announce Dr. McCord's appointment as Chief Scientific Officer and Dr. Hybertson's reappointment to our Scientific Advisory Board. As published scientific researchers and faculty members at the University of Colorado, Denver, Dr. McCord and Dr. Hybertson are preeminent in the field of anti-aging, free radicals and oxidative stress, and we are honored to expand and continue our relationships with Dr. McCord and Dr. Hybertson. The increased dedication we receive from these relationships with these renowned scientists as well as the many respected researchers conducting over 20 independent studies on Protandim®, complements our strategy for sound scientific products and our ability to positively influence the health of consumers everywhere. We look forward to our strengthened team increasing awareness of our breakthrough products based on true science for our existing and our next generation of consumers."

Dr. Joe McCord, LifeVantage Chief Scientific Officer, stated, "I am very excited to increase my role at LifeVantage as Chief Scientific Officer. Our Company has been the beneficiary of many positive independent research reports from leading universities throughout the United States and we expect scientific research focus to continue to increase based on the attention the anti-aging industry is receiving. My new role as CSO will focus on increasing awareness of our products in the scientific community as well as creating and promoting new high-quality, science-based products."

#### **About LifeVantage Scientific Advisory Board**

The Scientific Advisory Board provides input and advice regarding the technical research, intellectual property, and the internal and external education of LifeVantage products. In addition, the Company has created the Chief Scientific Officer position to direct our Scientific Advisory Board to further align our strategic vision with our dedicated scientific staff.

#### **About Dr. Joe McCord**

Dr. Joe McCord is recognized as one of the foremost authorities on the body's antioxidant defense system. He has outstanding credentials, and he is featured in Dr. Sanjay Gupta's book, Chasing Life. Dr. McCord is credited with co-discovering the enzyme Superoxide Dismutase (SOD) in 1969, which marked the beginning of the study of oxidative stress and its impact on the human body. Thanks to his groundbreaking work, Dr. McCord is highly regarded in the field and has helped shape the direction of antioxidant research over the years. In addition to serving LifeVantage as CSO, Dr. McCord serves as Professor of Medicine, Biochemistry, and Microbiology at the University of Colorado at Denver and Health Sciences Center (UCHSC). He is also the Honorary President of the International Society of Antioxidants in Nutrition and Health (ISANH).

#### **About Dr. Brooks Hybertson**

Dr. Brooks M. Hybertson, MBA, PhD is President of Salina Solutions, LLC and a Clinical Associate Professor in the Division of Pulmonary Sciences and Critical Care Medicine at the University of Colorado School of Medicine. He has an extensive background in scientific research and development, and has been the principal investigator on a variety of research projects pertaining to nutrition, oxidant/antioxidant balance, inflammation, cancer, materials science, and drug delivery, with support from the National Institutes of Health, the American Lung Association, the Cystic Fibrosis Foundation, the Cancer Research and Prevention Foundation, the American Heart Association, and the Department of Energy. In addition, he has been the author or coauthor on over 50 scientific publications and has served as a reviewer for several science journals, for

the NIH, and for other granting agencies. He has extensive experience in laboratory research, product development, and customer support. Dr. Hybertson received a BA in Chemistry from St. Olaf College, a PhD in Analytical Chemistry from University of Colorado, and an MBA from the University of Colorado Leeds School of Business. He completed Postdoctoral Training at Webb-Waring Institute for Biomedical Research, and was a recipient of the Parker B. Francis Fellowship in Pulmonary Research and of the Society for Free Radical Biology and Medicine Young Investigator award for his research in oxidative stress.

### **About LifeVantage Corporation**

LifeVantage, (OTCBB: LFVN), makers of Protandim®, the Nrf2 Synergizer™ patented dietary supplement, is a science based nutraceutical company. Life Vantage is dedicated to visionary science that promises to transform wellness and anti-aging internally and externally with supplements that dramatically reduce oxidative stress at the cellular level. The Company was founded in 2003 and currently has operations in both Salt Lake City, Utah and San Diego, CA. For more information, visit [www.LifeVantage.com](http://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. Forward-looking statements can be identified by words such as 'believes,' 'anticipates,' 'intends,' 'plans,' 'seeks' and similar references to the future. Examples of forward-looking statements include, but are not limited to, statements we make regarding our anticipated, future growth, and the future sales and expected contribution of our Chief Scientific Officer and Scientific Advisory Board. 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, the risk factors contained in the Company's Annual Report on Form 10-K and its 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 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.

### **Investor Relations Contact:**

Cindy England (801) 432-9036

Director of Investor Relations

-or-

John Mills 310-954-1105

Senior Managing Director, ICR, LLC

### **Media Relations Contact:**

Andrea Ramsey (801) 432-9019

SOURCE LifeVantage Corporation