



February 9, 2009

LifeVantage Corporation to Present at ROTH Capital Partners 21st Annual OC Growth Stock Conference on February 16, 2009

LifeVantage Corporation (OTCBB: LFVN), the maker of **Protandim®**, the only product clinically proven to slow the progressive rate of aging, today announced that David Brown, LifeVantage President and CEO, has been invited to present at the upcoming ROTH Capital Conference to be held February 16-18, 2009 at the Ritz Carlton, Laguna Niguel in Dana Point, California. Brown is scheduled to speak on Monday, February 16 at 12:40 p.m. PT. The presentation will be available via webcast on www.lifevantage.com/2/investor.

Late in 2008, LifeVantage was featured in *The EdgeWater Micro Monthly* in which the editor David Lavigne wrote, "They have in a few months restructured a number of things (distribution- both domestic and international, etc.), embarked on adding some new product lines, skin care for example, which I think has enormous potential, and have begun to lay the ground work for entrees into other verticals, veterinary might be an example."

"LifeVantage is pleased to be invited to present at the well respected ROTH Conference," said David Brown, LifeVantage President and CEO. "Now is the ideal time to share the LifeVantage story with members of the financial community who are active in the Small/Micro Cap markets. We have recently increased sales distribution, as well as expanded online presence, which has proved highly successful in broadening our overall brand awareness. Our branding efforts, coupled with the many scientific studies underway nationwide at leading universities and research institutes to study the effect of Protandim on various diseases and health conditions, and the fact that the "health and wellness" trend continues to grow and become a daily part of consumers' lifestyle is generating greater interest in the Company."

About Roth Capital Partners, LLC

With corporate headquarters in Newport Beach, California and offices in strategic locations in the Western United States and Shanghai, China, Roth Capital Partners, LLC is a full service investment bank serving corporate and institutional clients throughout the world. Offering a wide array of investment banking services including: initial public offerings, follow-ons, PIPEs, private placements, mergers and acquisitions, investment research, and institutional sales and trading, the firm is perhaps best known for finding, funding and fostering the growth of emerging companies. It is a member of the Financial Industry Regulatory Authority ("FINRA"), and the Securities Investor Protection Corporation (SIPC). Visit the Roth Capital Partners website at www.roth.com.

About Protandim®

Protandim® is a groundbreaking, clinically proven solution for healthy aging. This patented anti-oxidant therapy is 1000's of times more powerful than red wine, oranges, blueberries, acai juice or other popular anti-oxidant supplements. Protandim works by increasing the body's natural anti-oxidant protection at the cellular level, triggering cells to produce naturally occurring protective antioxidant enzymes such as super oxide dismutase (SOD), catalase, and glutathione.

A peer-reviewed scientific study shows that after 30 days of taking Protandim, free radicals decreased an average of 40 percent, slowing the progressive aging factors to the level of a 20 year old. Protandim is currently the subject of over 20 scientific studies at leading universities and research institutes. For more information, please visit www.LifeVantage.com or contact Jan Strode at (619) 890-4040.

About LifeVantage Corporation

LifeVantage Corporation is a publicly traded (OTCBB: LFVN), science based, natural products company, dedicated to helping people reach their health and wellness goals through science-based solutions to oxidative stress. Founded in 2003 and based in Colorado, LifeVantage develops nutraceutical products, including **Protandim**, that leverage the company's expertise and that are intended to deliver significant health benefits to consumers. For more information, visit www.lifevantage.com or contact Jan Strode at (619) 890-4040.

This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. 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 include, among others, the risk that 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 Company's ability to protect our intellectual property rights and the value of our product. These and other risk factors 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. 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.

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

Note to Editors: Contact Jan Strode at 619-890-4040 for interviews, photography, and other requests.

For LifeVantage Corporation
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