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LifeVantage Corporation Appoints Shawn Talbott Ph.D. as New Global Chief Science Officer

Company Recruits Nationally Recognized Nutrition Advisor to Lead Research & Development

SALT LAKE CITY, Jan. 7, 2014 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), a company dedicated to helping people achieve healthy living through a combination of a compelling business opportunity and scientifically validated products, announced today that Shawn Talbott, Ph.D. has accepted the role of Global Chief Science Officer for the company effective January 6, 2014.

Dr. Talbott is the recipient of a dozen competitive research awards and has published over 200 articles and 10 books on nutrition, health and fitness. He holds a Diploma in Sports Nutrition from the International Olympic Committee and has served as a nutrition consultant and educator for elite-level athletes in a variety of sports, including professional triathletes, members of the Utah Jazz of the National Basketball Association, the United States Ski and Snowboard Association during the 2002 Winter Olympic Games, the Performance Enhancement Team for the United States Track and Field Association, and the United States Olympic Training Centers. Dr. Talbott received his M.S. in Exercise Science from University of Massachusetts and his Ph.D. in Nutritional Biochemistry from Rutgers University. He has completed the Entrepreneurial Master's Program from the Massachusetts Institute of Technology, and is a Fellow of both the American College of Sports Medicine and the American College of Nutrition.

"We are excited to have Shawn lead our research and development team," said LifeVantage President and Chief Executive Officer Douglas C. Robinson. "I believe his strong background as a researcher, author and nationally-recognized nutritionist — combined with our strong science-based product offerings — will enable us to continue to expand our healthy living product offerings."

Dr. Talbott added, "I am honored to join LifeVantage — a company with a primary mission to help people achieve their optimum level of health. With its patented nrf2-activation product, Protandim, as a foundation, LifeVantage is perfectly positioned for what I view as the next phase of natural products for helping people to perform at their peak mental and physical potential."

About LifeVantage Corporation:

LifeVantage Corporation (Nasdaq:LFVN), a leader in Nrf2 science and the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, TrueScience® Anti-Aging Cream and LifeVantage® Canine Health, is a science-based nutraceutical company. LifeVantage is dedicated to visionary science that looks to transform wellness and anti-aging internally and externally with products that dramatically reduce oxidative stress at the cellular level. The Company was founded in 2003 and is headquartered in Salt Lake City, Utah. For more information about LifeVantage, 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 and satisfaction with current prospects, as well as words such as "believe," "anticipates," "look forward to," "should" 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 the Company's ability to continue growing its product base 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 discussed in greater detail 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 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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