



April 15, 2016

LifeVantage Ranks 69th on Seventh Annual DSN Global 100

LifeVantage also recognized in North America 50

SALT LAKE CITY, April 15, 2016 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), was ranked No. 69 on the seventh annual *DSN* Global 100, an exclusive list of the top direct selling companies in the world. The company also ranked No. 41 on the *DSN* North America 50, which ranks the 50 most significant players in one of the world's largest direct selling markets. Both the global and North America lists are based on revenue figures from the previous year.

The *DSN* Global 100 is a collective effort to show the impact and potential of the \$182.8 billion direct selling channel. The 2016 ranking, unveiled online at DirectSellingNews.com and featured in the June issue of *Direct Selling News* magazine, represents aggregate revenue of \$82 billion from companies based in 17 countries.

"It is a privilege and an honor to be ranked as one of the world's top 100 direct selling companies," said LifeVantage President and Chief Executive Officer, Darren Jensen. "To be recognized on such a prestigious list demonstrates the strength of our proprietary product offerings, field leadership, and Distributor field at large."

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), is a science based network marketing company dedicated to visionary science that looks to transform health, wellness and anti-aging internally and externally at the cellular level. The company is the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, the TrueScience™ Anti-Aging Skin Care Regimen, Canine Health, the AXIO™ energy product line and the PhysiQ™ smart weight management system. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah.

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", "forefront", "differentiates", 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 leadership in the global market, future growth and financial performance. 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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