



January 4, 2012

## LifeVantage to Present at 14th Annual ICR XChange

SALT LAKE CITY, Jan. 4, 2012 (GLOBE NEWSWIRE) -- LifeVantage Corporation (OTCBB:LFVN), maker of Protandim®, the Nrf2 Synergizer™ patented dietary supplement, announced today that Douglas C. Robinson, the Company's President and Chief Executive Officer, will be presenting at the 14th Annual ICR XChange Conference, to be held on January 11-12, 2012, at The Fontainebleau Hotel in Miami Beach, Florida.

The LifeVantage investor presentation is scheduled for Thursday, January 12, 2012, at 9:25 am Eastern Time. The presentation will be webcast live and archived on the Investor Info portion of the Company's website at <http://investor.lifevantage.com/events.cfm>.

### About ICR XChange

The ICR XChange is one of the largest and most unique investor conferences of the year, and is open to institutional portfolio managers and analysts, sell-side research analysts, investment bankers from sponsoring firms only, private equity professionals, select media and invited guests of ICR. The event is expected to feature presentations by nearly 180 public and private companies, as well as, a variety of discussion panels and keynote presentations. Last year's attendance exceeded 1,500 institutional, corporate and media attendees, and this January ICR is expecting even greater participation. CNBC is also expected to broadcast live at the event for the sixth consecutive year. For more information on the conference, visit [www.icrxchange.com](http://www.icrxchange.com).

### About LifeVantage Corporation

LifeVantage, (OTCBB:LFVN), maker of Protandim®, the Nrf2 Synergizer™ patented dietary supplement, is a science based nutraceutical company. LifeVantage is dedicated to visionary science that promises to transform wellness and anti-aging internally and externally with products that 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).

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