



January 26, 2010

## LifeVantage Announces Expansion of Board of Directors

SAN DIEGO, Jan. 26 /PRNewswire-FirstCall/ -- [LifeVantage Corporation](#) (OTC Bulletin Board: LFDV), the maker of science-based solutions to oxidative stress, announced today that C. Mike Lu, an independent investor, Kay Stout Manovich, founder of Kay Strategic Branding, and Douglas C. Robinson, CEO of WorkWell Systems will join its Board of Directors. In connection with their appointment, LifeVantage expanded the size of its Board to nine Directors. The new Directors bring a broad range of expertise in corporate governance and oversight, management and financial operations, business development and branding strategy principles.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090930/LIFEVANTAGELOGO>)

"We are delighted to welcome Mike, Kay and Doug to our Board of Directors. They bring tremendous knowledge and expertise within their respective fields," stated David W. Brown, LifeVantage President and CEO. "We believe their experience will be an important asset as we seek to continue the rapid expansion and growth of our business."

### *C. Mike Lu*

Mike Lu has been actively engaged in investment analysis and portfolio management for the past 20 years. Mr. Lu is currently an independent investor in public markets and private equity; and serves as president of the Lu Foundation, which is focused on education and research. He also serves on the board of advisors for Red Rocks Capital.

Mr. Lu managed the Janus Global Technology Fund from its inception in 1999 to 2006. After joining Janus Capital Corporation as an equity analyst in 1991, he served in a variety of research roles, with a focus on technology company analysis.

Mr. Lu graduated magna cum laude from Yale University and is a Chartered Financial Analyst.

### *Kay Stout Manovich*

Kay Stout Manovich is an internationally known branding strategist, with more than 30 years of experience in understanding, analyzing and improving brand communications.

A passion for creativity and market effectiveness is reflected in numerous Clio's and award recognitions. Ms. Stout Manovich's branding expertise has made her a driving force behind such super brands as: Coca-Cola, Kodak, Pizza Hut, Gerber, RadioShack, Neutrogena, Frito-Lay, Wacoal, Maybelline, Amore Pacific and Healthline.com. She was a strategic and creative leader for the graphic look of 3 Olympic Games: 1996 Atlanta Summer Olympic Games and 1998 Nagano and 2002 Salt Lake Winter Olympic Games.

During her 25 years at Landor Associates, Ms. Stout Manovich was responsible for the final creative product across U.S. and then Europe. She also managed Landor's European then San Francisco headquarters. Ms. Stout Manovich now heads her own company, Kay - Strategic Branding, and continues to work locally, as well as, globally overseeing vital client relationships and partnering with marketing teams worldwide.

### *Douglas C. Robinson*

Douglas Robinson currently serves as Chief Executive Officer of WorkWell Systems, a rapidly growing physical medicine and workers' compensation solutions company. He is a seasoned executive with extensive experience in the Healthcare industry, bringing over 20 years of relevant industry experience, including senior roles at UnitedHealth Group, Deloitte Consulting and PriceWaterhouseCoopers.

Prior to joining WorkWell Systems, Mr. Robinson served as SVP Healthcare Transformation for UnitedHealth Group where he led the significant growth around consumer-driven healthcare (CDH) for UHG. Prior to United, he led Deloitte Consulting's newly formed CDH practice. From 2001-2002, Mr. Robinson served as SVP, National Practice Leader for SynHrgy, an outsourced provider of integrated HR services including Health and Welfare, Integrated Absence Management, Integrated Pension Administration, Workforce Administration and Compensation & Performance Management. From 1998-2001, as Director, Healthcare Consulting for PriceWaterhouseCoopers, Mr. Robinson sold and managed the first "full-

replace" CDH engagement from inception through installation, until his division was sold to Mellon Financial. Since 1998, Mr. Robinson has been a pioneer and champion of focusing large employers in their efforts to transform their healthcare offerings from a myriad of managed-care platforms to a coordinated, consumer-centric platform. He has been instrumental in guiding some of the earliest total replacement consumer-driven healthcare efforts on behalf of several Fortune 500 employers. Mr. Robinson began his career as a Senior Account Executive for Blue Cross of Washington & Alaska.

Mr. Robinson holds a B.A. degree in Marketing/Public Relations and Speech Communications from Gonzaga University, Spokane, Washington where he also continues to guest lecture on healthcare economics to the undergraduate and graduate schools.

#### *About LifeVantage Corporation*

LifeVantage Corporation is a publicly traded (OTCBB: LFDN), science-based, nutraceutical company dedicated to helping people reach their health and wellness goals. Founded in 2003 and based in San Diego, CA, LifeVantage develops products, including Protandim®, that are intended to deliver significant health benefits to consumers. 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. 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" and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. 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 potential failure or unintended negative consequences of the implementation of the Company's network marketing sales channel; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the potential for third party and governmental actions involving the Company's network marketing sales channel; the potential for product liability claims against the Company; the risk that government regulators and regulations could adversely affect the Company's business; future laws or regulations may hinder or prohibit the production or sale of the Company's existing product and any future products; unfavorable publicity could materially hurt the Company's business; and the Company's ability to protect its intellectual property rights and the value of its product. These and other risk factors are 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.

Investor Relations Contact:

Ioana C. Hone  
(858) 312-8000 Ext. 4

SOURCE LifeVantage Corporation