



January 6, 2010

LifeVantage Granted Import Approval for Protandim(R) in Mexico

SAN DIEGO, Jan. 6 /PRNewswire-FirstCall/ -- LifeVantage Corporation (OTC Bulletin Board: LFDV), the maker of science-based solutions to oxidative stress, announced today that the Company has received formal approval from the Mexican government to launch its flagship product, Protandim®, in Mexico. Initial shipments have cleared customs and Protandim® has been shipped to distributors in Mexico.

In August 2009, as part of its expansion, the Company announced it had entered the international market with a pre-launch in Mexico, which ranks among the top five countries in terms of network marketing, according to the Direct Sellers Association (DSA).

"I'm excited Protandim® is finally in Mexico—it has been a long time in coming," said Dr. Daniel Hernandez-Saavedra, Research Director with the Biochemical Research Center in the National Medical Center of Mexico and a LifeVantage Scientific Advisory Board member. "We are enthusiastic about the potential health benefits to all in Mexico who use Protandim® as well as to the opportunities for future research that the availability of the product in Mexico will provide. I believe there is not another product like Protandim® in Mexico!"

Francisco Varela, National Sales Director of Mexico for LifeVantage Corporation commented, "We believe that the availability of Protandim® in Mexico is a great opportunity for consumers seeking to improve their health. Furthermore, with the arrival of Protandim® in Mexico, in addition to the availability of our TrueScience Anti-Aging Cream, our distributors are now fully empowered to enjoy the increased financial benefits of the LifeVantage business opportunity."

For more information about LifeVantage in Mexico or its products, go to www.lifevantage.com.mx or contact LifeVantage Customer Service at 011-5255-9171-2029 to place an order.

About Protandim®

Protandim® is a clinically proven supplement that provides substantial benefits for healthy aging. This patented indirect antioxidant therapy works in a very different way than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements. Unlike those types of products that have proven to be largely ineffective in reducing oxidative stress caused by free radicals, Protandim® is an indirect antioxidant therapy, which stimulates the body's production of its own powerful antioxidant enzymes. Protandim® works at the cellular level, triggering cells to naturally increase production of protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase.

A peer-reviewed human clinical study showed that after Protandim® was taken for 30 consecutive days, important biochemical markers of aging were decreased by an average of 40%. The study also reported that these markers of aging were reduced in the subjects taking Protandim to the level of a typical 20 year old. Protandim® is currently the subject of approximately 20 scientific studies at universities and research facilities. The nature and stages of the studies vary.

Under the Dietary Supplement Health and Education Act, Protandim® is considered a "dietary supplement" and, as with all dietary supplements, Protandim® is not intended for the prevention, diagnosis, treatment, mitigation or cure of any disease. For more information about Protandim®, visit www.LifeVantage.com.

About LifeVantage Corporation

LifeVantage Corporation is a publicly traded (OTCBB: LFDV), 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.

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.

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