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LifeVantage Announces Preliminary Third Quarter 2011 Revenue

Approximately \$10 Million Net Revenue Announced at Company's 1st Annual Convention

SAN DIEGO, April 14, 2011 /PRNewswire/ -- [LifeVantage Corporation](#) (OTCBB: LFDN), the maker of science-based solutions to oxidative stress, announced preliminary net revenue for its third fiscal quarter of 2011 of approximately \$10 million. This represents an increase of approximately \$2.6 million or 35% over net revenue of \$7.4 million for the three month period ended December 31, 2010. This is also an approximate \$7.3 million or 270% increase in net revenue over the \$2.7 million net revenue reported for the same quarter last year.

"We are so excited to be holding our first annual international Convention April 14th – 16th, and to be able to announce such impressive revenue growth. As we continue to finalize our results, we also anticipate reporting our highest quarterly operating profit to date," stated Douglas C. Robinson, President & Chief Executive Officer of LifeVantage.

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 while creating business opportunities. Founded in 2003 and based in San Diego, CA, LifeVantage currently offers two anti-aging and wellness products: Protandim®, a dietary supplement that combats oxidative stress, and LifeVantage TrueScience™ Anti-Aging Cream, a scientifically-based skin care product. 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. Forward-looking statements can be identified by words such as 'believes,' 'anticipates,' 'intends,' 'plans,' 'seeks' and similar references to the future. Examples of forward-looking statements include, but are not limited to, statements we make regarding our anticipated results of operations and future growth. 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 risk factors contained 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 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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