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LifeVantage Launches Mobile Back Office App

Company Implements New Business-Building Technology to Enhance Distributor Go To Market Capabilities

SALT LAKE CITY, Nov. 05, 2015 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), has launched LifeVantage Pro, a proprietary mobile back office application specifically designed for its network of independent Distributors. The LifeVantage Pro App provides the Distributors access to their personal businesses in real-time and allows them to prospect from their contact list, place orders, view up-to-date business qualifications, and enroll people into their organizations - all directly from their smart phones.

"It is important for LifeVantage to adapt to the new technology paradigms taking shape within our industry," said LifeVantage President and Chief Executive Officer Darren Jensen. "Anyone with a smartphone, tablet, laptop, or home computer now has the ability to manage their business from anywhere in the world. We will continue to deploy resources to this and other technology applications that will streamline our enrolment platform across all technologies, enhance business management tools for our Distributors, and drive customer engagement."

The LifeVantage Pro App is available for download in both the Apple App Store and Google Play, and will be rolled out internationally over the coming months. More than 5,000 LifeVantage Distributors have already downloaded the application.

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 system, Canine Health, and the AXIO™ energy product line. 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", "goal", "ideal fit", 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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