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Carlton M. Colker, M.D., FACN, Nationally Renowned Medical Expert in the Areas of Wellness, Physical Performance and Performance Nutrition, Joins LifeVantage Corporation Scientific Advisory Board

[LifeVantage Corporation \(OTCBB:LFPV\)](#), the maker of [Protandim®](#), the only product clinically proven to slow the progressive rate of aging, today announced that nationally renowned wellness expert, Carlton Colker, M.D., FACN, has joined the Company's Scientific Advisory Board. Dr. Colker is the CEO and Medical Director of Peak Wellness, Inc., and is widely recognized as America's premier wellness advisor. He is well-known for his work with marquee athletes and for his many books and articles on various health and wellness issues. Dr. Colker is a regular medical correspondent on Fox News Channel and, as Shaquille O'Neal's physician, recently co-starred with O'Neal on ABC's "Shaq's Big Challenge", to fight childhood obesity.

Commenting on his decision to join LifeVantage, Dr. Colker said, "As a medical physician and published clinical researcher who has written extensively on the dangers of oxidative free radical damage, I am keenly aware of its negative impact on aging and overall wellness. The accomplishments of LifeVantage in this critical arena, particularly in the development and product-specific research of Protandim, are staggering. As the only product of its kind that counters this destructive process at the molecular level, Protandim and Protandim-related products have all the potential in the world to emerge as the go-to products for maintaining optimal health, mitigating disease, countering the aging process, and optimizing physical performance. It is with utmost enthusiasm that I welcome the prospect of working closely with LifeVantage to further our collective mission of dramatically enriching and improving the health and well-being of every person we reach."

David Brown, LifeVantage President and CEO said, "LifeVantage is honored to welcome Dr. Colker to our Scientific Advisory Board. Like the other members of that Board, Dr. Colker is preeminent in his field, and his decision to join us speaks highly of Protandim and its ability to positively affect the health of consumers everywhere. Dr. Colker joins Dr. Joe McCord, Dr. James Crapo and Dr. Brooks Hybertson, as scientific advisors to the Company, in addition to the many respected researchers conducting the 20 plus studies on Protandim. We look forward to working with Dr. Colker to increase awareness of the benefits of Protandim."

[About Protandim®](#)

Protandim® is a groundbreaking, clinically proven solution for healthy aging. This patented anti-oxidant therapy is 1000's of times more powerful than red wine, oranges, blueberries, acai juice or other popular anti-oxidant supplements. Protandim works by increasing the body's natural anti-oxidant protection at the cellular level, triggering cells to produce naturally occurring protective antioxidant enzymes such as super oxide dismutase (SOD), catalase, and glutathione.

A peer-reviewed scientific study shows that after 30 days of taking Protandim, free radicals decreased an average of 40 percent, slowing the progressive aging factors to the level of a 20 year old. Protandim is currently the subject of over 20 scientific studies at leading universities and research institutes. For more information, please visit the Protandim® product web site at www.protandim.com or contact Jan Strode at (619) 890-4040.

[About Carlton M. Colker, M.D., FACN](#)

Carlton M. Colker, M.D., FACN is President and CEO of Peak Wellness of Greenwich, Connecticut. His practice specialties include internal medicine, sports medicine, and sports nutrition. Dr. Colker is an attending physician at Beth Israel Medical Center in New York, and Greenwich Hospital, in Connecticut. As a special care physician, he has taken care of the most critically ill patients in the intensive care unit at both St. Joseph Medical Center and Stamford Hospital in Connecticut. In addition to his practice, Dr. Colker is also one of the premier published researchers in the field of integrative care and a Fellow of the American College of Nutrition. He is widely regarded as one of the world's foremost experts on wellness, physical performance, athletic enhancement, and performance nutrition. Having been a part of the health and fitness industry for over 20 years, to his credit in the late 80's he helped to design and build the first wellness program on the East coast. He is an internationally recognized consultant in health and fitness and has worked with governments, large health systems, and private companies, as well as with numerous Olympic and professional athletes and celebrities. Dr. Colker's expertise is utilized at the highest level by sports teams and world class athletes from around the globe. Dr. Colker is also a long time columnist and contributing editor in Muscular Development Magazine. He has also appeared in such magazines as Muscle & Fitness, Ironman, Muscle Magazine, Flex Magazine, Mind & Power, Body, Runner's World, Walking, Let's Live, Self Magazine, Strive, Men's Health, Men's Fitness, and Cosmopolitan, just to name a few. He has published a number of books

including The Greenwich Diet and, his most recent publication, Extreme Muscle Enhancement—Bodybuilding's Most Powerful Techniques. Dr. Colker is a familiar person in the field of medicine, health, nutrition, and fitness. He has been a regular guest correspondent on America's Health Network "Ask the Doctor" segment and Fox News Channel's "Fox & Friends". Offering his expert opinion and advice, he has appeared on such shows as ESPN Outside the Lines, NBC's Health Segment, Court TV, and ABC's World News Tonight. Dr. Colker has also been interviewed on national television over a variety of topics from the serious to the not-so-serious by everyone from Barbara Walters and Katie Couric to Jenny Jones and Roseanne Barr. Currently he is starring in the reality television show, "Shaq's Big Challenge". Dr. Colker was also a competitive bodybuilder and former champion. He has managed to combine his remarkable experiences to help countless people unleash their power and reach their true maximum potential. For more information, visit www.peakwellness.com.

[About LifeVantage Corporation](#)

LifeVantage Corporation is a publicly traded (OTCBB:LFVN), science based, natural products company, dedicated to helping people reach their health and wellness goals through science-based solutions to oxidative stress. Founded in 2003 and based in San Diego, CA, LifeVantage develops nutraceutical products, including [Protandim](#), that leverage the company's expertise and that are intended to deliver significant health benefits to consumers. For more information, visit www.lifevantage.com or contact Jan Strode at (619) 890-4040.

This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The Company uses the words "anticipate," "believe," "could," "should," "estimate," "expect," "intend," "may," "predict," "project," "plan," "target" and similar terms and phrases, including references to assumptions, to identify forward-looking 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 that government regulators and regulations could adversely affect our business; future laws or regulations may hinder or prohibit the production or sale of our existing product and any future products; unfavorable publicity could materially hurt our business; and the Company's ability to protect our intellectual property rights and the value of our product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-KSB 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.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Note to Editors: Contact Jan Strode at 619-890-4040 for interviews, photography, and other requests.

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