

May 18, 2009

Burke Hedges, Internationally Acclaimed Network Marketing Expert, Author, Speaker and Trainer, Joins LifeVantage as a Distributor

Burke Hedges, author of *Who Stole the American Dream* and *Parable of the Pipeline*, is considered an icon in the network marketing industry. He has built multi-million dollar network marketing organizations and is a sought-after speaker and trainer on network marketing, as well as the author of seven books that have sold over four million copies worldwide and have been translated into 20 different languages. [LifeVantage Corporation \(OTCBB:LFVN\)](#), the maker of [Protandim®](#), today announced that Burke Hedges has joined the LifeVantage team as an independent distributor.

Burke Hedges commented, "For 21 years, my specific area of expertise is network marketing - I have built two multi-million dollar network marketing organizations and speak internationally on the subject. I have written seven books to educate, empower and equip distributors of the industry with the knowledge and tools to build a successful and profitable network marketing business. When I learned about the LifeVantage opportunity, I was blown away by the life changing, breakthrough science behind Protandim, which I believe will, without question, create mass market appeal and demand for the product. It's not another 'me too' product - it's backed by science. When I learned the company was using the proven, word of mouth, viral network marketing strategy to educate consumers about the product, I became unglued with excitement. I've waited years for an opportunity with such explosive growth potential like LifeVantage."

Hedges added, "Two other important factors weighed in my decision. First, the mindset of people worldwide, especially those over age 30, looking for solutions to slow down the aging process. Baby boomers, the most influential and consuming generation in recent history are getting older, and are seeking a product with the benefits of Protandim. Secondly, millions of good, hard working people (old and young) have been devastated by the recent economic tsunami and are looking for a way out of their financial challenges. In my 21 year career, I've never seen more people open to retooling their skills in order to resolve their financial needs. There is no doubt that the LifeVantage home business model may be the answer for millions of people's financial challenges, and this has created a unique time sensitive opportunity for those who understand the LifeVantage vision."

David Brown, LifeVantage President and CEO, said, "Burke Hedges is considered to be a legend in the network marketing industry. He has a track record of building incredible organizations, and he has consulted for many of the top network marketing companies in the world. His expertise and insight is sought after by countless organizations and leaders. It is an honor to welcome Burke to the LifeVantage family."

About Burke Hedges

Burke Hedges is an author, teacher, lecturer on Entrepreneurship and Network Marketing and has influenced millions of independent business owners by equipping them with the knowledge, belief and skills to realize their dreams in Network Marketing. He is a seasoned veteran, expert and one of the most respected authors in the Network Marketing industry with 21 years' experience. Early in his career, Burke built two separate multi-million dollar Network Marketing Organizations. For the past 15 years, Burke has concentrated his efforts as a trainer, speaker and ambassador to the industry. He has written seven books, which have sold over four million copies worldwide and have been translated into more than 20 languages. Some of his best known books include *The Parable of the Pipeline*; *Who Stole the American Dream*, *You Inc.*, and *Copy Cat Marketing 101*. Burke lives in Tampa Bay, Florida with his wife and five children.

[About Protandim®](#)

Protandim® is a groundbreaking, clinically proven supplement that provides a substantial benefit to help with the challenge of healthy aging. This patented antioxidant therapy works in a very different way than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements; as a result, according to Dr. Joe McCord, is much more effective than those products or foods in reducing oxidative stress. Protandim® works by increasing the body's natural antioxidant protection at the cellular level, triggering cells to produce naturally occurring protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase. Dr. McCord is a pioneer scientist in the field of oxidative stress and is on the Company's Board of Directors.

A peer-reviewed human study showed that after Protandim® was taken for 30 consecutive days, the accumulation of lipid peroxidation products (a biochemical marker of aging) was decreased by an average of 40%, although that reduction may

be not be typical for all those who consume the product. The study also reported that this important marker of aging was decreased after taking Protandim[®] to the level of a typical 20-year-old. Protandim[®] is currently the subject of over 20 scientific studies at leading universities and research facilities. For more information, please visit www.LifeVantage.com or contact Jan Strode (619) 890-4040 or Jean Golden (612) 385-2324.

[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 (619) 890-4040 or Jean Golden (612) 385-2324.

This press release contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. 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 including the risk that sales of our product may not continue at the levels discussed in this press release. These risks and uncertainties may cause the Company's actual results or outcomes to be materially different from those anticipated and discussed herein. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-KSB for the year ended June 30, 2008, the Company's Quarterly Report on Form 10-Q for the quarter ended March 31, 2009 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 press release. All forward-looking statements are based on information currently available to the Company, and the Company undertakes no obligation to revise or update these forward-looking statements.

Note to Editors: Contact Jan Strode at 619-890-4040 or Jean Golden at 612-385-2324 for interviews, photography, and other requests.

LifeVantage

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