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LIFEVANTAGE INDEPENDENT DISTRIBUTOR MONTEL WILLIAMS JOINS AIR AMERICA MEDIA

"Montel Across America" to Debut April 6

SAN DIEGO, CA – **LifeVantage Corporation (OTCBB: LFN)** announced today that Air America Media (www.airamerica.com) has signed a multi-year deal with talk show host, author, entrepreneur, humanitarian, and LifeVantage Independent Distributor, Montel Williams, to host "Montel Across America," debuting April 6. The program will air weekdays from 9am-12pm ET on radio stations across the country, and streamed live online at www.airamerica.com.

"Montel is a multi-media star and a familiar name to millions of people across the country," said Bennett Zier, chief executive officer of Air America Media. "The addition of Montel to our talent line-up is an important step for the continued growth of Air America, as we look to distribute Montel's show across America."

"We're extremely pleased to be able to add such a talented, passionate voice to our programming line-up," added Bill Hess, senior vice president of programming for Air America Media. "This program will give Montel an outlet to do what he does best – reach people with his probing questions and insatiable quest for knowledge."

"After being on television for more than 17 years, I'm looking forward to engaging in lively conversations and interacting with the American public," said Williams. "Air America is providing me with the perfect environment to do this every day from New York City, as well as reporting from cities around the world as a travelling correspondent."

Williams was the EMMY-award winning host and executive producer of "The Montel Williams Show" for 17 years, one of the longest running daytime talk shows in the history of television. In addition to his talk show and several acting appearance on hit television programs, Williams is an accomplished author, having published eight books with four "New York Times" best-sellers.

As an entrepreneur, Williams is currently launching a multimedia business based on the "Living Well with Montel" brand, as well as the creating the International Team Poker League (ITPL), acting as commissioner and chief executive officer. He also owns the exclusive franchise rights to Fatburger in Colorado.

Williams is active in various advocacy and humanitarian efforts, including serving as the national spokesman for the Partnership for Prescription Assistance (PPA). After being diagnosed in 1999 with multiple sclerosis, Williams established the Montel Williams MS Foundation, which has granted over \$1.5 million to research.

Williams began his professional career in the U.S. Marine Corps in 1974, where after being promoted twice, became the first black Marine selected to the Naval Academy Prep School in Newport, Rhode Island. After graduation, he received a Presidential Appointment to the United States Naval Academy in Annapolis, Md., where he studied Mandarin Chinese and graduated with a degree in general engineering and a minor in international security affairs. As Lieutenant Commander, Williams received the Armed Forces Expeditionary Medal, two Navy Expeditionary Medals, two Humanitarian Service Medals, a Navy Achievement Medal, two Navy Commendation Medals and two Meritorious Service Awards.

"Montel Across America" will originate from Air America's studios in New York City. A new program, hosted by Lionel, who is currently heard in this timeslot, is currently in development.

Williams is represented by The Weiss Agency.

About Air America Media

Air America Media (<http://www.airamerica.com>) runs a national progressive talk radio network, syndication company and web business, representing a smart, independent political voice with a sense of humor. The network can be heard nationwide on 60 affiliates as well as Sirius XM Satellite Radio and streamed on the Internet at www.airamerica.com.

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