



May 10, 2007

LIFEVANTAGE CORPORATION ANNOUNCES PROTANDIM® AND DR. JOE MCCORD FEATURED IN CHASING LIFE, BY DR. SANJAY GUPTA

GREENWOOD VILLAGE, Colorado – LifeVantage Corporation (OTCBB: LFN), formerly Lifeline Therapeutics, Inc., maker of Protandim®, today announced that Dr. McCord's pioneering and field-leading work in antioxidants and free radical biology was featured prominently in the new book by Dr. Sanjay Gupta, *Chasing Life*. Additionally, the Protandim® formula and the human clinical study which demonstrated Protandim®'s ability to reduce oxidative stress are referenced in the book.

"We are pleased that both Protandim® and the pioneering research conducted by Dr. Joe McCord have been recognized by Dr. Sanjay Gupta, CNN's Chief Medical Correspondent", said James J. Krejci, CEO of LifeVantage. "Dr. McCord helped shape the course of research on free radicals and oxidative stress with his groundbreaking work", added Krejci. "That research and knowledge have contributed to the development of Protandim®, a unique approach to antioxidant therapy clinically proven to reduce oxidative stress", concluded Krejci.

"I am grateful to Dr. Sanjay Gupta, CNN's Chief Medical Correspondent, for including my views on current and future approaches to antioxidant therapy, including the rationale behind Protandim®, in his thought-provoking new book, *Chasing Life*", said Dr. Joe McCord, Director of Science for LifeVantage and Professor of Medicine at the University of Colorado Denver Health Sciences Center.

About *Chasing Life*

This is not an anti-aging book. It is a groundbreaking guide to functional aging — extending our healthy and active lives longer than we may have ever thought possible. Practical immortality may now be within our grasp thanks to the cutting-edge scientific research and amazing medical breakthroughs that are coming at such astonishing speed we can hardly keep up. In *Chasing Life*, prominent neurosurgeon and medical journalist Sanjay Gupta, M.D., blends dramatic accounts of amazing discoveries from around the world with essential advice on how you can apply them for optimal health and longevity.

To read more about this New York Times Top Ten Hardcover Advice book (May 6, 2007) go to <http://www.hachettebookgroupusa.com/books/28/1594838801/index.html>

About Sanjay Gupta

SANJAY GUPTA, M.D. is a practicing neurosurgeon at Emory University Hospital and associate chief of service at Grady Memorial Hospital. A columnist for TIME magazine and a chief medical correspondent at CNN, he lives in Atlanta, GA.

About Protandim®

Protandim® is a unique approach to antioxidant therapy. The patent-pending dietary supplement increases the body's natural antioxidant protection by inducing naturally occurring protective enzymes, including superoxide dismutase (SOD) and catalase (CAT). Oxidative stress occurs as a person ages, when subjected to environmental stresses, or as an associated factor in certain illnesses. TBARS are laboratory markers for oxidative stress in the body. Data from a scientific study in men and women, sponsored by LifeVantage, show that after 30 days of taking Protandim®, the level of circulating TBARS decreased an average of 40 percent. With continued use, the decrease was maintained at 120 days. For more information, please visit www.protandim.com.

About LifeVantage Corporation

LifeVantage Corporation is committed to helping people achieve health and wellness for life. For more information, please visit the Company's web site at www.LifeVantage.com.

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 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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