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LifeVantage Announces Protandim(R) Subject of New Peer-Reviewed Article

Oxidative Medicine and Cellular Longevity Article Reports Protandim® Protects Human Coronary Artery Endothelial Cells Against Oxidative Challenge

SALT LAKE CITY, June 27, 2012 (GLOBE NEWSWIRE) -- LifeVantage Corporation (OTCBB:LFVN), the leader in Nrf2 science and the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, announced today that a new peer-reviewed original research article involving Protandim was recently published in the scientific journal *Oxidative Medicine and Cellular Longevity*.

The study, conducted by researchers at Colorado State University, examined cells in vitro that line the vessels involved in coronary artery disease and demonstrated that Protandim induced the movement of the transcription factor Nrf2 into the nuclei of the cells. It also showed significant Protandim-dependent increases in phase II protective enzymes, including heme oxygenase-1, superoxide dismutase 1, glutathione reductase, and the antioxidant enzyme NQO1. When cells were challenged with oxidative stress by a four-hour exposure to hydrogen peroxide, 35% of control cells died via apoptosis whereas cells pretreated with Protandim for 12 hours were protected seven-fold, resulting in only a 5% death rate by apoptosis. Finally, experiments using the small interfering RNA (siRNA) technique to block the cells' ability to produce Nrf2, confirmed that Protandim's mechanism of action is indeed Nrf2-dependent, in both specific enzyme induction and functional protection of the cells from oxidative stress.

"The cells studied in this project represent 'ground zero,' the epicenter for damage that results in human coronary artery disease. Much research suggests that this damage begins with oxidative stress," said Dr. Joe McCord, LifeVantage Chief Science Officer. "It is impressive that the activation of Nrf2 produces such significant resistance and protection against oxidative stress in these cells."

"This work was conceived and conducted by investigators at Colorado State University, with funding provided by CSU Proteomics and Metabolomics Facility Academic Enrichment Program and a Colorado State University CAHS mini-grant," stated Douglas Robinson, LifeVantage President and CEO. "LifeVantage greatly appreciates the remarkable academic interest in Protandim shown by researchers such as Drs. Karyn Hamilton and Ben Miller, the study's co-principal investigators, and their colleagues. This scholarly contribution underscores the potential being recognized by the biomedical research community for Protandim with regard to health conditions associated with oxidative stress."

Authored by Elise L. Donovan, Benjamin F. Miller, Joe M. McCord, Danielle J. Reuland, and Karyn L. Hamilton, the study titled, "Phytochemical Activation of Nrf2 Protects Human Coronary Artery Endothelial Cells against an Oxidative Challenge," is published in the open access online journal *Oxidative Medicine and Cellular Longevity*, vol. 2012, Article ID 132931, doi:10.1155/2012/132931.

The study may be found at www.ncbi.nlm.nih.gov/pubmed/22685617.

About Protandim® The Nrf2 Synergizer®

Protandim®, the Nrf2 Synergizer®, is a clinically demonstrated supplement that provides substantial benefits for healthy aging by activating Nrf2. Nrf2 is a protein messenger contained in every cell of the body. When activated, Nrf2 enters the cell nucleus and turns on hundreds of survival genes, defensive, stress responsive, cytoprotective genes that enable cells to survive in the face of several different kinds of stress, particularly oxidative stress. This patented Nrf2-activating therapy works in a very different way than conventional antioxidant supplements. Unlike vitamin or carotenoid-containing products that have proven to be largely ineffective in reducing oxidative stress caused by free radicals, Protandim is an indirect antioxidant therapy, which has been demonstrated to stimulate the body's production of its own powerful antioxidant enzymes and other stress-related gene products. Protandim works at the cellular level, and has been shown to trigger cells to naturally increase production of protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase, while decreasing production of pro-inflammatory signals.

Under the Dietary Supplement Health and Education Act, Protandim is considered a "dietary supplement". LifeVantage products are not intended to treat, cure, prevent or mitigate any disease.

About LifeVantage Corporation

LifeVantage, (OTCBB:LFVN), the leader in Nrf2 science and the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, is a science-based nutraceutical company. LifeVantage is dedicated to visionary science that looks to transform wellness and anti-aging internally and externally with products that dramatically reduce oxidative stress at the cellular level. The Company was founded in 2003 and has its corporate headquarters in Salt Lake City, UT. For more information, visit www.LifeVantage.com.

The LifeVantage Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11617>

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" and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. 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, the potential failure or unintended negative consequences of the implementation of the Company's network marketing sales channel; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the potential for third party and governmental actions involving the Company's network marketing sales channel; the potential for product liability claims against the Company; the risk that government regulators and regulations could adversely affect the Company's business; future laws or regulations may hinder or prohibit the production or sale of the Company's existing product and any future products; unfavorable publicity could materially hurt the Company's business; and the Company's ability to protect its intellectual property rights and the value of its product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-K and its 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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