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LIFEVANTAGE CORPORATION ENGAGES SPORTS CONSULTANT

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)--LifeVantage Corporation (OTCBB: LFN), formerly Lifeline Therapeutics, Inc., maker of Protandim®, today announced that Clark C. Griffith has been engaged as a sports consultant to promote the use of Protandim® in the professional, international, and amateur sports industry.

Mr. Griffith has a very extensive list of contacts and friends throughout the sports industry. "I am very pleased to assist LifeVantage in promoting the Protandim® name and usage throughout the sports industry," said Mr. Griffith. "I plan to get Protandim® approved for usage by athletes in as many teams and organizations as possible." Mr. Griffith has been an advocate of drug-free sports and sees the use of Protandim® as advancing this goal. Protandim® is a proprietary blend of natural plant extracts.

"Mr. Griffith brings his many contacts throughout the sports industry to LifeVantage, and his expertise will assist us in getting Protandim® introduced to athletes," said James J. Krejci, LifeVantage's CEO. "Athletes will benefit from Protandim®'s antioxidant booster properties due to the inherent higher levels of oxidative stress resulting from rigorous physical routines."

About Mr. Griffith

Mr. Griffith, who was a part owner of the Minnesota Twins, is Chair of the National Sports Law Institute at Marquette University and is Commissioner of the Northern League. He also has worked with the Executive Committee of the Women's Sports Foundation, Major League Baseball's Player Relations Committee, the 1999 Pan American Games, and Chairman of the Board of Major League Baseball Properties. Mr. Griffith has extensive high-level contacts throughout the sports world as a result of his life-long sports industry involvement and participation as a speaker, writer, advocate, arbitrator, board member, and team owner.

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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