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LIFEVANTAGE CORPORATION ANNOUNCES AKIN'S AND CHAMBERLIN'S NATURAL FOODS MARKETS TO CARRY PROTANDIM®

GREENWOOD VILLAGE, Colorado – LifeVantage Corporation (OTCBB: LFN), formerly Lifeline Therapeutics, Inc., maker of Protandim®, today announced Akin's and Chamberlin's Natural Foods Markets will carry Protandim®.

"We are pleased to continue our strategic expansion into the natural products marketplace by adding Akin's Natural Foods Markets™ and Chamberlin's® Natural Foods Markets as partners in the distribution of Protandim®", said James J. Krejci, CEO of LifeVantage. "Akin's and Chamberlin's have a long-standing tradition of delivering only the purest and highest quality natural products and we are proud to become a part of that tradition. Akin's and Chamberlin's customers can now enjoy the benefits provided by Protandim®, a unique antioxidant therapy clinically proven to reduce oxidative stress, an important goal of many health conscious consumers".

About Akin's and Chamberlin's Natural Foods Markets®

Akin's Natural Foods Markets™ and Chamberlin's® Natural Foods Markets, both headquartered in Tulsa, Oklahoma, have each served natural foods customers since 1935. The companies collectively have 13 stores operating in Florida, Kansas, Missouri, Nebraska, and Oklahoma. For more information, please visit www.akins.com or www.chamberlins.com.

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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