



February 25, 2009

## Montel Williams, Actor and Emmy Award-Winning Talk Show Host, Signs Network Marketing Distributor Agreement with LifeVantage

[LifeVantage Corporation](#) (OTCBB: LFVN), the maker of Protandim<sup>®</sup> - a dietary supplement clinically shown to induce the body's own antioxidant defenses - today announced that celebrity talk show host [Montel Williams](#) has signed an agreement with the company as an independent distributor.

Montel Williams commented, "My Living Well brand focuses on products and tools that are designed to promote a healthy lifestyle. I have been a fan of Protandim for several years and I feel the potential health benefits are numerous, making this an ideal fit with the other health and wellness products available via Living Well. Protandim significantly reduces oxidative stress, which is a key factor in many medical conditions and diseases, and I am excited to offer this outstanding product to health-conscious consumers."

David Brown, LifeVantage President and CEO said, "It is an honor to welcome Montel to the LifeVantage team of distributors. Montel is a highly respected and well known personality who has the ability to reach thousands of potential customers via his website, speaking engagements, and media presence. It is very exciting to have Montel become involved in the company and help us to change people's lives."

### [About Montel Williams](#)

Montel Williams is an Emmy Award-winning talk-show host, a decorated former naval intelligence officer, an entrepreneur, motivational speaker, and philanthropist. He is the author of several books including the New York Times bestselling inspirational memoirs *Climbing Higher* and *Mountain, Get out of my Way, Living Well with Montel* and his current book, *Living Well Emotionally*. He is also the co-author of the New York Times bestseller *Bodychange*. Montel also has a line of products and tools, *Living Well*, which are designed to promote healthy lifestyles. For more information, visit [www.LifeVantage.com/Montel](http://www.LifeVantage.com/Montel).

### [About Protandim<sup>®</sup>](#)

Protandim<sup>®</sup> is a groundbreaking, clinically proven supplement that provides a substantial benefit to help with the challenge of healthy aging. This patented antioxidant therapy is more powerful than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements. Protandim works by increasing the body's natural antioxidant protection at the cellular level, triggering cells to produce naturally occurring protective antioxidant enzymes such as super oxide dismutase (SOD), catalase, and glutathione.

A peer-reviewed human study showed that after Protandim<sup>®</sup> was taken for 30 consecutive days, the accumulation of lipid peroxidation products (a biochemical marker of aging) was decreased by an average of 40%. The study also reported that this important marker of aging was decreased after taking Protandim<sup>®</sup> to the level of a typical 20 year old. Protandim<sup>®</sup> is currently the subject of over 20 scientific studies at leading universities and research institutes. For more information, please visit [www.LifeVantage.com](http://www.LifeVantage.com) or contact Jan Strode (619) 890-4040 or Jean Golden (612) 385-2324.

### [About LifeVantage Corporation](#)

LifeVantage Corporation is a publicly traded (OTCBB: LFVN), science-based, natural products company, dedicated to helping people reach their health and wellness goals through science-based solutions to oxidative stress. Founded in 2003 and based in Colorado, LifeVantage develops nutraceutical products, including [Protandim<sup>®</sup>](#), that leverage the company's expertise and that are intended to deliver significant health benefits to consumers. For more information, visit [www.LifeVantage.com](http://www.LifeVantage.com) or contact Jan Strode (619) 890-4040 or Jean Golden (612) 385-2324.

*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.*

*\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.*

Note to Editors: Contact Jan Strode at 619-890-4040 or Jean Golden at 612-385-2324 for interviews, photography, and other requests.

**LifeVantage**

Jan Strode, 619-890-4040

Jean Golden, 612-385-2324

or

**Montel Williams**

Melanie McLaughlin, 1-888-976-6665