



June 6, 2014

## LifeVantage President & CEO Douglas C. Robinson Elected to Direct Selling Association Board of Directors

### Robinson Expands His Involvement With The Direct Selling Association

SALT LAKE CITY, June 6, 2014 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), a company dedicated to helping people achieve healthy living through a combination of a compelling business opportunity and scientifically validated products, today announced that President and CEO Douglas C. Robinson has been elected to the Board of Directors for the Direct Selling Association (DSA). His term began on June 2, 2014 and will last three years.

Robinson's nomination expands his involvement with the Direct Selling Association, where he has served as a member of the World Federation of Direct Selling Association's (WFDSA) CEO Council since 2013.

"I am honored to have the opportunity to serve on the Board of Directors of the DSA," said Robinson. "The associations' mission is to protect, serve and promote the effectiveness of member companies and the independent business people they represent. It will be a pleasure to work with my fellow Board members to ensure that all member companies are operating with the highest level of business ethics and service to our customers."

"Directors of the association are recognized leaders within the DSA who command the respect of their colleagues and the public," said Joseph Mariano, Direct Selling Association President. "LifeVantage has grown significantly under Doug's leadership and we look forward to further leveraging his leadership and expertise through his service on the DSA Board of Directors."

### About LifeVantage Corporation

LifeVantage Corporation (LFVN), a leader in Nrf2 science and the maker of Protandim<sup>®</sup>, the Nrf2 Synergizer<sup>®</sup> patented dietary supplement, TrueScience<sup>™</sup> Anti-Aging skin care regimen with enhanced Nrf2 technologies, and Canine Health, is a science based network marketing 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. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah.

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 [company logo](#)

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