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

Free Radical Biology and Medicine Reports Favorable Results in Published Heart Cell Study

SALT LAKE CITY, Jan. 2, 2013 (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, including its patented dietary supplement Protandim[®], the Nrf2 Synergizer[®], announced today that a new peer-reviewed study involving Protandim was published in the November 2012 issue of the scientific journal, *Free Radical Biology and Medicine*.

Protandim, comprised of five highly synergistic herbal ingredients, has been shown in earlier studies to activate the transcription factor Nrf2, a signal to the cell's DNA to regulate a network of protective genes. The new study titled, "Upregulation of phase II enzymes through phytochemical activation of Nrf2 protects cardiomyocytes against oxidant stress," further investigates Protandim's ability to induce protective responses in cultured mouse heart muscle cells.

"This newest research, one among numerous published peer-reviewed studies involving Protandim, provides further evidence of the scientific integrity of our healthy living products," said LifeVantage President and CEO Douglas C. Robinson. "As we expand our international operations and broaden our product range, we will continue to encourage and support rigorous scientific examination of the function and benefits of our offerings."

According to Darlene Walley, Ph.D., LifeVantage Chief Science Officer, "This study, conceived and conducted by researchers at two Colorado universities, shows the remarkable academic interest of the scientific community in Protandim and demonstrates Protandim's powerful ability to activate Nrf2, an important pathway for reducing and protecting cells against oxidative stress. We are honored to be involved in cutting edge research regarding Nrf2, Protandim's robust impact on its activation, and the important positive ways that Nrf2 activation can potentially impact health and reduce oxidative stress."

The key findings of this latest research are:

- 1) Protandim treatment of cultured HL-1 cells (mouse cardiomyocytes) caused Nrf2 activation, as measured by nuclear accumulation of Nrf2 and by increased expression of phase II enzymes heme oxygenase-1, superoxide dismutase-1, and glutathione reductase.
- 2) Protandim treatment of cultured HL-1 cells caused protection against hydrogen peroxide-induced apoptosis, and it was shown that the Nrf2 pathway was required for this protective effect.
- 3) Exposure of HL-1 cells to oxidative stress activates Nrf2, but treatment of HL-1 cells with Protandim activates Nrf2 more robustly than does oxidative stress. "This is important," Dr. Walley noted, "because it supports the hypothesis that Protandim may protect heart cells against oxidative challenges above and beyond the natural adaptive responses by cells to oxidative stress."

Authored by Danielle J. Reuland, Shadi Khademi, Christopher J. Castle, Benjamin F. Miller and Karyn L. Hamilton of the Department of Health and Exercise Science, Colorado State University; David C. Irwin of the Cardiovascular Pulmonary Research Group, Division of Cardiology, School of Medicine, University of Colorado Denver; and Joe M. McCord of Pulmonary Sciences and Critical Care Medicine, University of Colorado Denver and LifeVantage Corporation. The study may be found at <http://www.sciencedirect.com/science/article/pii/S0891584912018254>.

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, (LFVN), a 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 is headquartered in Salt Lake City, UT.

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," "look forward to" 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 Company's inability to successfully expand our operations in existing and other markets and thereafter manage our growth; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the Company's ability to expand its product offerings; violations of law or our procedures by the Company's independent distributors; the potential for third-party and governmental actions involving the Company's network marketing efforts; 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; the Company's ability to access raw materials for its Products as it grows; 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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