



November 3, 2009

American Heart Association Journal, *Circulation*, Publishes New Peer-Reviewed Study Involving Protandim(R)

SAN DIEGO, Nov. 3 /PRNewswire-FirstCall/ -- [LifeVantage Corporation \(OTC Bulletin Board: LFDV\)](#), announced that in a peer-reviewed manuscript published in the prestigious American Heart Association journal *Circulation*, Dr. Norbert Voelkel and researchers at Virginia Commonwealth University (VCU), demonstrated the ability of Protandim, the Company's patented dietary supplement composed of five highly synergistic "indirect antioxidants", to protect the heart in a laboratory model of pulmonary hypertension in rats.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090930/LIFEVANTAGELOGO>)

Pulmonary hypertension is a health condition characterized by high blood pressure in the circulation between the heart and lungs and can result in death due to right heart failure. In this study, pulmonary hypertension was induced in the animals through a drug and by creating an oxygen-poor environment (hypoxia). Animals pre-treated with Protandim experienced strong cardioprotective effects. Protandim was shown to protect the heart by increasing the expression of protective genes and by preventing the formation of scar tissue, or fibrosis, in the heart. The study showed that Protandim also prevented capillary loss in the heart muscle of the animals, preserving right heart function despite the continuing stress of pressure overload. Protandim also prevented the death of heart cells and significantly lowered osteopontin (OPN-1) levels by more than 50%. Osteopontin is a factor that leads to scar tissue formation, a cause of heart failure. The researchers in this study described the ability of Protandim to effectively activate the transcription factor Nrf2, a signal to the cell's DNA to increase expression of a network of antioxidant, anti-inflammatory, and anti-fibrotic genes.

"We are encouraged by the results of this study, which was independently funded and independently conducted by Dr. Voelkel and his colleagues at VCU," stated David Brown, President & CEO of LifeVantage. "These results illustrate the unique antioxidant, anti-inflammatory, and anti-fibrotic properties of Protandim. Scientists have long known of the involvement of oxidative stress in disease processes, and this study is a significant example of how oxidative stress affects susceptibility to right heart failure in animals. Although it would be premature to conclude that similar benefits would be seen in humans, these remarkable results open the door to the possibility of future research on pulmonary hypertension and Protandim in humans."

The study entitled "*Chronic pulmonary artery pressure elevation is insufficient to explain right heart failure*" was authored by Harm Bogaard, Ramesh Natarajan, Scott C. Henderson, Carlin Long, Donatas Kraskauskas, Lisa Smithson, Ramzi Ockaili, Joe M. McCord, and Norbert Voelkel was published online, with a print version to follow.

About Protandim

Protandim is a clinically proven supplement that provides substantial benefits for healthy aging. This patented indirect antioxidant therapy works in a very different way than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements. Unlike those types of products that have proven to be largely ineffective in reducing oxidative stress caused by free radicals, Protandim is an indirect antioxidant therapy, which stimulates the body's production of its own powerful antioxidant enzymes. Protandim works at the cellular level, triggering cells to naturally increase production of protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase.

A peer-reviewed human clinical study showed that after Protandim was taken for 30 consecutive days, important biochemical markers of aging were decreased by an average of 40%. The study also reported that these markers of aging were reduced in the subjects taking Protandim to the level of a typical 20 year old. Protandim is currently the subject of approximately 20 scientific studies at universities and research facilities. The nature and stages of the studies vary.

Under the Dietary Supplement Health and Education Act, Protandim is considered a "dietary supplement" and, as with all dietary supplements, Protandim is not intended for the prevention, diagnosis, treatment, mitigation or cure of any disease, including pulmonary hypertension or heart disease. For more information about Protandim, visit www.LifeVantage.com.

About LifeVantage Corporation

LifeVantage Corporation is a publicly traded (OTCBB: LFDV), science-based, nutraceutical company dedicated to helping people reach their health and wellness goals. Founded in 2003 and based in San Diego, CA, LifeVantage develops

products, including Protandim, that deliver significant health benefits to consumers. For more information, visit www.LifeVantage.com.

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" 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 potential failure or unintended negative consequences of the implementation of our network marketing sales channel; our ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the potential for third party and governmental actions involving our network marketing sales channel; the potential for product liability claims against the Company; 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-K and 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.

Investor Relations Contact:
Ioana C. Hone
(858) 312-8000 Ext. 4

SOURCE LifeVantage Corporation