



April 16, 2007

## LIFEVANTAGE CORPORATION ANNOUNCES NEW CORPORATE WEB SITE

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)--LifeVantage Corporation (OTCBB: LFDV), formerly Lifeline Therapeutics, Inc., maker of Protandim®, today announced it is implementing a new corporate web site. The new site will offer enhanced information and improved communications to LifeVantage's shareholders and investors.

"We are pleased to bring our shareholders and investors a better tool for corporate communication and information," said James J. Krejci, LifeVantage CEO. Shareholders and investors will be able to request and receive information in a variety of formats, as well as to manage their delivery preferences, and communicate with the Company. The new site will incorporate B2i's InvestorPass® which is used in award-winning corporate web sites.

Click here to learn about InvestorPass®:

<http://www.b2i.us/external.asp?b=318&id=446&from=wc&L=e>

About Business-to-Investor, Inc.

Business-to-Investor, Inc., provides InvestorPass®, an award-winning software and service that enables investor relations consultants and publicly traded companies to interact online with the financial community. InvestorPass® is currently used by clients to interact with nearly 400,000 satisfied members of the investment community in over 150 countries. InvestorPass® has been recognized as one of the most innovative solutions in the corporate communications software industry.

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](http://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](http://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.

Contact:  
LifeVantage Corporation

James J. Krejci, CEO, 720-488-1711

Fax: 303-565-8700

or

Business-to-Investor, Inc.

Amy Wood, VP, Client Services, 972-234-9123