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## Montel Williams, Emmy Award-Winning Talk Show Host & LifeVantage Distributor, Featured in AARP Magazine

### AARP is the world's largest circulation magazine

[LifeVantage Corporation \(OTCBB: LFN\)](#), maker of Protandim<sup>®</sup>, announced today that celebrity talk show host and LifeVantage independent distributor Montel Williams is featured in the September/October 2009 issue of the *American Association for Retired Persons (AARP) Magazine*, the largest circulation magazine in the world.

According to Montel Williams, "I was recently interviewed by *AARP Magazine* and spoke to them about Protandim and the role I feel it plays in helping me to manage my health. The article refers to the fact that I use an antioxidant supplement, which I believe has helped me maintain a healthy lifestyle. This antioxidant supplement is Protandim and that will be evident to those who visit my website after reading the story. In addition, many of these *AARP* readers may also be listeners of my Air America Radio Show where I have shared my enthusiasm for Protandim on several occasions."

Montel added, "I am thrilled that the LifeVantage public relations team set up this interview for me, and it is an honor to have the opportunity to share information about this antioxidant supplement (Protandim) with over 24 million *AARP Magazine* readers."

### [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.montelmedia.com](http://www.montelmedia.com).

### [About Protandim<sup>®</sup>](#)\*

Protandim<sup>®</sup> is a groundbreaking, clinically proven supplement that provides substantial benefits to help with the challenges of healthy aging. This patented antioxidant therapy works in a very different way than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements; as a result, according to Dr. Joe McCord, it is much more effective than those products or foods in reducing oxidative stress. Protandim<sup>®</sup> works by increasing the body's natural antioxidant protection at the cellular level, triggering (inducing) cells to produce naturally occurring protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase. Dr. McCord is a pioneer scientist in the field of oxidative stress and is on the Company's Board of Directors.

A peer-reviewed human clinical 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%, although that reduction may be not be typical for all those who consume the product. 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 approximately 20 scientific studies at leading universities and research facilities. The nature and stages of the studies vary, as some of the testing is at the preliminary stage, while other studies using Protandim<sup>®</sup> are currently in progress. For more information about Protandim<sup>®</sup>, visit [www.LifeVantage.com](http://www.LifeVantage.com).

### [About LifeVantage TrueScience<sup>™</sup> Anti-Aging Cream](#)

*LifeVantage TrueScience<sup>™</sup>* is scientifically-based and contains cutting-edge ingredients, including those found in Protandim<sup>®</sup>. *LifeVantage TrueScience<sup>™</sup> Anti-Aging Cream* gives skin a beautiful, even and smooth tone, diminishing fine lines and wrinkles, and providing a vibrant and glowing appearance. *LifeVantage TrueScience<sup>™</sup>* also improves skin smoothness and pigmentation, while increasing skin moisture.

## About LifeVantage Corporation

LifeVantage Corporation is a publicly traded (OTCBB: LFN), 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 San Diego, CA, 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).

*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 and Quarterly Report on Form 10-Q 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 Jean Golden 612-385-2324 for interviews, photography, and other requests.

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