



July 12, 2007

LifeVantage Corporation Obtains Patent for Science-Based Dietary Supplement Product

LifeVantage Corporation (OTCBB: LFN), formerly Lifeline Therapeutics, Inc., maker of Protandim[®], today announced a patent was granted on July 10, 2007 for its antioxidant therapy formula used in Protandim[®]. The patent, titled "Compositions for Alleviating Inflammation and Oxidative Stress in a Mammal," is the first patent granted to LifeVantage Corporation. Two other patent applications have been filed by LifeVantage for Protandim[®]-based science.

Dr. Joe McCord, LifeVantage's Director of Science and co-discoverer of the important antioxidant enzyme superoxide dismutase, stated, "The issuance of this first U.S. patent underscores the unique nature of Protandim[®]'s approach to antioxidant therapy, and the remarkable synergy of its five phytochemical components working together. We believe this adds substantial validation to the science that has led to the creation of Protandim[®]."

James J. Krejci, CEO of LifeVantage, added, "This patent reinforces LifeVantage's approach to developing science-based, natural solutions that deliver significant health benefits to our customers in helping them reach their health and wellness goals. The patent, which is the basis of the Protandim[®] formula, also provides conclusive evidence to our customers, retail partners, and healthcare professionals that they have chosen a proven solution in reducing oxidative stress and supporting healthy aging."

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.

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.

To receive public information, including press releases, and to request information, please click on the following link: <http://www.b2i.us/irpass.asp?BzID=1498&to=ea&s=0>.

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.