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LifeVantage Makes a Charitable Donation of \$50,000 to Wells of Life

SALT LAKE CITY, March 26, 2012 (GLOBE NEWSWIRE) -- LifeVantage Corporation (OTCBB:LFVN), maker of Protandim®, the Nrf2 Synergizer™ patented dietary supplement, announced today that it has donated funds to build water wells in East Africa, which could provide clean water to approximately 100,000 men, women and children in connection with World Water Day, celebrated earlier this month.

LifeVantage Corporation in partnership with LifeVantage Independent Distributors donated \$50,000 to Wells of Life, a nonprofit organization headquartered in Laguna Beach, Calif.—enough to provide 10 new water wells in East Africa. Wells of Life, established in 2008, is committed to helping the people of East Africa access clean, sanitary water by building water wells. Wells of Life's goal is to build 1,000 wells in 10 years. According to Wells of Life President Nick Jordan, providing the gift of clean water by donating a water well is the most measurable form of giving. "The wells funded by LifeVantage are beacons of hope to those receiving them in East Africa," he said.

"LifeVantage is committed to making the world a better place, to reducing not just oxidative stress but to reducing stress in all its basic forms, consequently helping people enjoy a higher quality of life," said President and CEO Douglas C. Robinson. "Our sincere appreciation goes to each member of the LifeVantage family for their support of LifeVantage Legacy for the benefit of Wells of Life. Lives are being changed, and in many cases saved, through their generous gift of clean water."

"At LifeVantage, we're about improving lives and making people better," said President of LifeVantage Network David W. Brown. "I can't think of a better way to go about that, globally, than by providing clean water to those in need. It is my pleasure to associate with a company and its distributors who are so passionate about improving the lives of others."

Through LifeVantage Legacy, LifeVantage Corporation makes a positive impact in the world by partnering with respected service organizations during corporate events held each quarter. The company gives back by raising funds and awareness of the organizations they serve.

About LifeVantage Corporation

LifeVantage, (OTCBB:LFVN), 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 with corporate headquarters in Salt Lake City, UT and operations in San Diego, CA. For more information, visit LifeVantage.com

The LifeVantage Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11617>

CONTACT: Media Relations Contact:

Andrea Ramsey

(office) 801.432.9019

(cell) 801.857.0178

aramsey@lifevantage.com

Investor Relations Contact:

Cindy England

(office) 801.432.9036

investor@lifevantage.com

Wells of Life Contact:

Nick Jordan, President

(cell) 949.584.6166

wellsoflife.org

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