



March 10, 2008

LifeVantage Expands Global Marketing Initiatives with the Addition of Key Industry Strategists Jan Strode and Peter Baloff

[LifeVantage Corporation](#) (OTCBB: LFDV) announces that Jan Strode, prominent industry expert, advisor and strategist to companies ranging from start-ups to Fortune 100 companies on the topics of marketing, communications and sales, and Peter Baloff, nationally recognized creative consultant, have joined forces with LifeVantage, the maker of [Protandim](#) (www.protandim.com) to spearhead creative, marketing, and national public relations efforts. Protandim is the patented nutritional supplement that is clinically proven to slow the progressive rate of aging by increasing the body's natural antioxidant protection at the cellular level.

David Brown, President and CEO of LifeVantage commented, "Jan and Peter bring proven track records and unparalleled expertise to our creative, marketing, and communications agendas. Peter's acumen in brand building, marketing, and sales, together with Jan's proven success in leading early stage companies to rapid growth and high visibility, will move the LifeVantage team to a whole new level. We are extremely excited to partner with both individuals in the continued growth, expansion and success of this company."

About Jan Strode

Jan Strode has an award-winning reputation for creating powerful marketing, sales and communications strategies for companies ranging from entrepreneurial start-ups to Fortune 100 powerhouses. Her credits include featuring clients and their products on the most well-known media outlets in the world including The Oprah Winfrey Show, NBC's The Today Show, New York Times, USA Today, Time Magazine, People Magazine, and many other high profile placements. Ms. Strode also serves as a top level advisor and strategist to management teams and CEOs in the areas of corporate identity, branding, marketing and global communications. She also specializes in legal and recall issues, product planning, crisis management and national and international media relations. Most recently, Ms. Strode has served as an executive advisor to Sciona, Inc., a pioneer in the science of Consumer Genetics, and other notable clients such as Michael Milken. Ms. Strode has also held several executive level positions in corporations including Jenny Craig International (CAO and VP of Corporate Communications); Great American Bank (Executive VP); Franklin Advertising Agency (Vice Chairman); Firestone Tire & Rubber Company (VP and Director of Consumer Affairs & Market Research). In addition to her accomplishments in the corporate sector, Ms. Strode has been honored by two United States Presidents including President Reagan (The Private Sector Initiatives Award) and President Bush (The Points of Light Award).

Ms. Strode holds a Bachelor of Science in Applied Science from Miami University of Ohio and studied abroad at Miami University of Luxembourg, Europe.

About Peter Baloff

Peter Baloff has built an outstanding reputation as an award-winning copywriter, producer and director, serving many of America's top ad agencies and Fortune 500 companies. In addition to consulting and lending creative support, Mr. Baloff has produced over 200 commercials and sales films for companies such as Princess Cruises, Hallmark, Sun Giant, First Nationwide Savings, Columbia Pictures, Universal Pictures, CBS-TV, NBC-TV, Capitol Records, and many more. For the past decade, Mr. Baloff has specialized in marketing and advertising within the natural products industry, consulting and providing creative services to Jenny Craig, Bally Total Fitness, Natural Balance, Body Wise International, Now Foods, Interior Design (Nu-Skin) and others. Generally recognized as a premier authority on health and nutrition marketing, Mr. Baloff is credited with helping create six billion dollars in sales of natural products.

Mr. Baloff holds numerous sales records in direct market advertising. His plans for Protandim include launching a national direct response television campaign, in conjunction with an aggressive internet marketing effort.

Mr. Baloff earned his Master's in Fine Arts from the University of Florida. He serves as an adjudicator and respondent for the Kennedy Center American College Theatre Festival and periodically teaches at U.C.L.A. in their Writer's Program and at the American Film Institute (AFI).

[About Protandim®](#)

Protandim® is a unique approach to fighting the effects of cell-damaging free radical molecules which advance the aging

process, including many of the diseases of aging. The patented dietary supplement increases the body's natural antioxidant protection by inducing the cells of the body to produce naturally occurring protective antioxidant enzymes, a process which is thousands of times more effective than traditional vitamin-mineral supplements. Free radical damage occurs when a person is subjected to environmental stresses and generally increases with age. Data from a peer-reviewed scientific study in men and women, sponsored by LifeVantage, shows that after 30 days of taking Protandim®, the level of circulating toxins produced by free radicals decreased an average of 40 percent, slowing the progressive aging factors to the level of a 20 year old. With continued use, the decrease was maintained at 120 days.

For more information, please visit the Protandim® product web site at www.protandim.com or contact Jan Strode at (619) 890-4040.

[About LifeVantage Corporation](#)

LifeVantage Corporation is a publicly traded (OTCBB: LFTV), 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 Colorado, LifeVantage develops nutraceutical products, including Protandim, that leverage the company's expertise and that are intended to deliver significant health benefits to consumers. For more information, visit www.lifevantage.com or contact Jan Strode at (619) 890-4040.

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. In light of these risks and uncertainties, investors should keep in mind that the results, events or developments disclosed in any forward-looking statement made in this news release may not occur.