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LifeVantage Celebrates New TrueScience(TM) Skin Care Regimen Product Launch and Sales Leader Achievements

SALT LAKE CITY, April 29, 2014 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), a company dedicated to helping people achieve healthy living through a combination of a compelling business opportunity and scientifically validated products, concluded its Annual Global Convention, held April 23-26, 2014, in Salt Lake City, Utah.

"Our 2014 Global Convention was a very successful event that reiterates our three key growth strategies of continued product innovation, expanding our geographic reach and strengthening our sales and marketing efforts," stated Douglas C. Robinson, President and Chief Executive Officer of LifeVantage.

This very successful event included:

- | Enhanced distributor training and targeted educational subject matter to strengthen our distributor culture;
- | Emphasized our expanding sales and marketing programs to support our global network of distributors;
- | Launched our new TrueScience™ Skin Care Regimen in all our existing global markets; and
- | Provided the platform for our new Chief Sales Officer and Chief Science Officer to address and motivate many of our global distributors.

"We believe that continuing to focus on our strategic initiatives and delivering tactical results, as seen at our convention, will improve long-term shareholder value," continued Robinson.

Dave Phelps, Chief Sales Officer of LifeVantage commented, "We have some of the most determined, passionate, insightful and committed network marketers. Our global convention demonstrated our ability to provide our distributors with the industry leading platform to help people feel better, look better and perform better."

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), a leader in Nrf2 science and the maker of Protandim^(R), the Nrf2 Synergizer^(R) patented dietary supplement, TrueScience™ Anti-Aging Skin Care Regimen with enhanced Nrf2 technologies, and LifeVantage^(R) Canine Health, is a science based network marketing 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. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah.

Forward Looking Statements

This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Words and expressions reflecting optimism, satisfaction or disappointment with current prospects, as well as words such as "believe," "hopes," "intends," "estimates," "expects," "projects," "plans," "anticipates," "look forward to" and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. Examples of forward-looking statements include, but are not limited to, statements we make regarding our efforts to build long-term shareholder value. Such forward-looking statements are not guarantees of performance and the Company's actual results could differ materially from those contained in such 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, those discussed in greater detail in the Company's Annual Report on Form 10-K and the Company's Quarterly Report on Form 10-Q under the caption "Risk Factors," and in other documents filed by 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.

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