



August 13, 2008

LifeVantage Corporation Announces Increased Sales Distribution for Protandim(R)

[LifeVantage Corporation](#) (OTCBB: LFDN) has announced it has increased distribution of Protandim® (www.protandim.com) via a network of well-known regional brokers; the initiation of a direct sales program to healthcare professionals; and a partnership providing an entree into the fitness arena.

According to Ben Seeman, LifeVantage's Vice President of Sales, "Upon joining the company approximately two months ago, my immediate focus was to accelerate product distribution within the United States. Leveraging my long standing relationships, we have created a strong network of brokers who have quickly brought on new retail accounts that are very excited about Protandim. Orders from these new accounts have already been received by the company."

These new brokers include **Contemporary Marketing, Inc.**; **Concept Sales and Associates**; **Colorado Natural Products**; **Gulf Coast Naturals**; **Fred Cordolla, LLC**; and **Steve Craner, LLC**.

LifeVantage is also seeing success in its new direct sales effort to doctors and healthcare professionals. Seeman commented, "The company's sales team is calling directly upon doctors, introducing them to a comprehensive new program that makes it easy for them to provide the tremendous benefits of Protandim to their patients. We have received a great response and new orders from this initiative. This effort aligns well with our new partnership with **Chiropractic Buying Group**, a company that provides information kiosks within chiropractic offices."

The company also announced it has made inroads into other distribution channels. Notable examples of additional new accounts and distribution include **Swanson's Health** (a leading e-commerce and mail order company); **Let's Talk Health** (an on-line natural health products retailer) and **Motion Grid, Inc.** (a direct sales company currently selling to over 50,000 customers in the fitness industry).

In other sales related news, the company announced that Protandim has completed all necessary requirements for application to receive registration of the product in Japan. The Japanese government has acknowledged receipt and is currently reviewing all materials.

[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: LFDN), 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.

**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 Jan Strode at 619-890-4040 for interviews, photography, and other requests.

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