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LifeVantage Board Broadens Search for President and CEO of LifeVantage

Company Broadens Search while Brown Focuses Exclusively on Network Marketing Channel

SAN DIEGO, Jan. 27, 2011, /PRNewswire/ -- [LifeVantage Corporation](#) (OTC Bulletin Board: LFDV), the maker of science-based solutions to oxidative stress, announced that the Board of Directors has opened a search for a new CEO, to take over corporate responsibilities while current CEO David Brown focuses his efforts exclusively on continuing to expand the Company's network marketing channel. Brown announced the change on Friday, before over 1,000 enthusiastic distributors gathered at the Company's Elite Academy in San Diego. As previously announced, the Board has formed a search committee. This committee will be responsible for overseeing the search efforts, evaluating candidates and recommending a successor to assume corporate President and CEO and President responsibilities. Brown will retain the title of President and CEO of the network marketing operations.

(Logo: <http://photos.prnewswire.com/prnh/20090930/LIFEVANTAGELOGO>)

Highly-qualified candidates may request consideration in confidence, by contacting LifeVantage via phone (801) 432-9038 or email executivesearch@lifevantage.com, no later than Tuesday, February 15th, 2011.

"Given the significant growth and momentum we have generated and the continued opportunity before us, I believe, as does the Board, that I can bring more value to shareholders by focusing solely on continuing to grow revenue and expand the network marketing business," Brown said. Brown will continue to serve as corporate President and CEO until a successor is named and will continue to occupy a position on the Board.

About LifeVantage Corporation

LifeVantage Corporation is a publicly traded (OTCBB:LFDV.OB - [News](#)), science-based, nutraceutical company dedicated to helping people reach their health and wellness goals while creating business opportunities. Founded in 2003 and based in San Diego, CA, LifeVantage currently offers two anti-aging and wellness products: Protandim®, a dietary supplement that combats oxidative stress, and LifeVantage TrueScience™ Anti-Aging Cream, a scientifically-based skin care product. For more information, visit www.LifeVantage.com.

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. Forward-looking statements can be identified by words such as 'believes,' 'anticipates,' 'intends,' 'expects,' 'plans,' 'seeks' and similar references to the future. Examples of forward-looking statements include, but are not limited to, statements we make regarding our plans with respect to the hiring of a new Chief Executive Officer, management roles and responsibilities, anticipated results of operations and future growth. 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, the risk factors contained in the Company's Annual Report on Form 10-K and its 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 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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