



October 14, 2014

LifeVantage Enhances Its Sales and Marketing Management Team

Dedicating Domain Experts to Critical Growth Areas Within the Organization

SALT LAKE CITY, Oct. 14, 2014 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), has announced the hiring of Ann-Celeste Billings as Vice President of Marketing, Calli Mott as Vice President of Sales Administration, and John Genna as Vice President of Public Relations and Corporate Partnerships.

Ms. Billings has 18 years of global network marketing experience, has created numerous successful global brands and launched more than 200 products during her career. She has held senior management positions at NuSkin, Morinda Inc., and USANA, and has fostered an environment of complete alignment towards achieving strategic sales goals.

Ms. Mott also brings global network marketing experience to LifeVantage. She has worked for the past eight years at MonaVie in significant roles in customer service, global expansion, business development, sales and nearly every facet of distributor-facing roles. Her extensive experience in North America and multiple markets in Asia will be a tremendous asset to all strategic sales initiatives for LifeVantage.

Mr. Genna has been with LifeVantage since August of 2012, most recently as Vice President of Marketing and Communications. He has more than 20 years experience in marketing, communications, public relations and sports management roles. His new role allows Mr. Genna to focus on driving public awareness for LifeVantage, maximizing the jersey-front sponsorship of Real Salt Lake of Major League Soccer, and identifying additional brand-building partnership opportunities on behalf of the company.

"We have identified several key areas within the organization to make deliberate investments in an effort to fuel our strategic growth initiatives," explained LifeVantage President and Chief Executive Officer Douglas C. Robinson. "These three areas of focus are critical to our ability to execute and we could not be more excited about Ann, John, and Calli leading these respective efforts." Robinson continues, "These strategic hires strengthen LifeVantage as a company and will strongly enhance our management team for years to come."

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), is a leader in Nrf2 science and the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, and the TrueScience™ Anti-Aging Skin Care Regimen. The company is a science based network marketing company that is dedicated to visionary science that looks to transform health, wellness and anti-aging internally and externally 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 the future success of our company and how these new hires will impact the Company's long-term 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, 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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