



June 19, 2007

LIFEVANTAGE ANNOUNCES AGREEMENT TO ENTER DIRECT RESPONSE TV MARKET

GREENWOOD VILLAGE, Colorado – LifeVantage Corporation (OTCBB: LFN), formerly Lifeline Therapeutics, Inc., today announced an agreement with Performance One Media (P-One) to promote LifeVantage products in the direct response television (DRTV) market. P-One will utilize its experience in the DRTV market to help LifeVantage develop effective advertisements and direct response messages that maximize responses and sales. Performance One Media will also be instrumental in placing the advertisements with TV stations and networks nationwide on a per sale basis for LifeVantage.

James J. Krejci, LifeVantage's CEO, stated, "This is a tremendous opportunity to utilize the strengths of LifeVantage and Performance One Media to provide the launch vehicle required to enter the dynamic and powerful DRTV market. We are very encouraged about the consumer reach that this agreement brings to LifeVantage and the combined ability of the two companies to develop this market effectively and efficiently. This new strategy will help build company momentum through the opportunities that the direct response TV market offers."

"We are pleased to offer the media placement capabilities of Performance One Media as well as our extensive experience in the development and management of DRTV campaigns to LifeVantage with this agreement," said Vice President of Operations at P-One, Andrew A. Luccitti. "The impact of P-One's DRTV expertise combined with the science and management behind the LifeVantage products presents a phenomenal market opportunity for consumers."

About Performance One

Performance One Media (P-One) is a relationship-based media aggregate with access to about 96 million households through its very strong relationships with the National Cable companies, the Satellite Providers and the Local Affiliate Stations nationwide. Its core strategic network includes TV markets with a higher propensity to buy from home and is made up of about 60 million of those households. Together with its partners, P-One executes over \$500 million in media placement every year. P-One concentrates on core operating metrics vital to the financial health of its clients' enterprises, focusing on the demographic research, lead analysis, trending, and reporting that are essential to a media campaign's success. P-One offers expertise in the consulting, planning, analysis, and execution of customized direct response television media solutions. For more information, please visit www.performanceonemedia.com.

About LifeVantage Corporation

LifeVantage Corporation is committed to helping people achieve health and wellness for life. For more information, please visit the Company's web site at www.LifeVantage.com.

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.

###

CONTACTS:

LifeVantage Corporation

James J. Krejci, CEO

Telephone: 720-488-1711

Fax: 303-565-8700

Performance One Media

Andrew A. Luccitti, VP of Operations Telephone: 303-771-5552

Fax: 303-771-5559