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LifeVantage Announces New Market of Australia at Record-Breaking Convention

Thousands Flock to Annual Event in Anaheim, California for Announcements of Global and Product Expansion

SALT LAKE CITY, May 2, 2012 (GLOBE NEWSWIRE) -- On the heels of recent inclusion in the Direct Selling News Global 100, a ranking of the top 100 companies in the direct sales industry worldwide, LifeVantage Corporation (OTCBB:LFVN), welcomed record numbers of Independent Distributors to Anaheim, Calif. for its annual Global Convention 2012, April 26-28.

Attendance at the annual event doubled over last year, while participation from outside the U.S. was up 500%, surpassing every previous LifeVantage event. Independent Distributors heard the breaking announcement of the Company's official expansion into Australia, with a soft launch into that market expected in May 2012. Independent Distributors also learned that the Company has initiated research to examine the effectiveness of reducing oxidative stress through Nrf2 activation in pets. Finally, LifeVantage and Protandim spokesperson, Donny Osmond, closed the convention with a motivating and inspiring concert.

"It's a very exciting time for LifeVantage — we're accomplishing the strategic objectives we have set — and we're being recognized by many, including the Direct Selling News Global 100, for our unprecedented growth and other successes," said Douglas C. Robinson, President and Chief Executive Officer. "We're confident in our efforts and our belief that we are leading the fight against oxidative stress, primarily through Nrf2 activation, resulting in a better quality of life for all."

Added Kirby Zenger, Chief Network Officer, "It's always a pleasure to gather as a Company with the finest leaders in our industry and to personally experience the record number of Independent Distributors joining us for our events as well as the heightened interest in our products everywhere."

About LifeVantage Corporation

LifeVantage, (OTCBB:LFVN), maker of Protandim®, the Nrf2 Synergizer™ patented dietary supplement, is a science based nutraceutical 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. The Company was founded in 2003 with corporate headquarters in Salt Lake City, UT and operations in San Diego, CA. For more information, visit www.LifeVantage.com.

The LifeVantage Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkqid=11617>

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 anticipated revenue, operating profitability, cash flow from operations and future investment and 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 potential failure or unintended negative consequences of the implementation of the Company's network marketing sales channel; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the potential for third party and governmental actions involving the Company's network marketing sales channel; the potential for product liability claims against the Company; the risk that government regulators and regulations could adversely affect the Company's business; future laws or regulations may hinder or prohibit the production or sale of the Company's existing product and any future products; unfavorable publicity could materially hurt the Company's business; and the Company's ability to protect its intellectual property rights and the value of its product. These and other risk factors are discussed in greater detail 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 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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