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LifeVantage Corporation Posts Record Unique Visitors & Page Views for Protandim.com

New Internet Customer Acquisition Reaches Highest Level in Three Years

LifeVantage Corporation (OTCBB: LFVN), the maker of **Protandim®**, the only product clinically proven to slow the progressive rate of aging, announced today that **Protandim.com** had over 60,000 unique visitors to the website in July 2008, with over 170,000 page views, far exceeding historical levels. The company also reported that this increase in web traffic resulted in the highest number of new Internet customer acquisitions in nearly three years.

David Brown, LifeVantage President and CEO said, "We are pleased that the number of unique visitors to the website has reached a level that has not been achieved since the ABC Primetime News special, featuring Protandim, aired in 2005. This illustrates that our media test, which delivered over 79 million television impressions, combined with our other marketing efforts, is starting to show positive results. This increase is especially noteworthy, given the fact that the test occurred during the traditionally slower summer months."

About Protandim®

Protandim® is a groundbreaking, clinically proven solution for healthy aging. This patented anti-oxidant therapy is 1000's of times more powerful than red wine, oranges, blueberries, acai juice or other popular anti-oxidant supplements. Protandim works by increasing the body's natural anti-oxidant protection at the cellular level, triggering cells to produce naturally occurring protective antioxidant enzymes such as super oxide dismutase (SOD), catalase, and glutathione. A peer-reviewed scientific study shows that after 30 days of taking Protandim, free radicals decreased an average of 40 percent, slowing the progressive aging factors to the level of a 20 year old. Protandim is currently the subject of over 20 scientific studies at leading universities and research institutes. 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: LFVN), 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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