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New LifeVantage Chief Sales Officer David Phelps Sees "Extraordinary Growth Potential"

SALT LAKE CITY, Nov. 22, 2013 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), a company dedicated to helping people achieve healthy living through a combination of a compelling business opportunity and scientifically-validated products, introduced David Phelps as its first-ever Chief Sales Officer on Tuesday, and already Phelps is speaking out.

"LifeVantage has extraordinary growth potential," Phelps said. "The current product line has fueled impressive growth since the company entered into network marketing in 2009, but I believe that is just our taking-off point."

Phelps continued, "We're expanding our U.S. market, preparing to launch our flagship product, Protandim[®], the Nrf2 Synergizer[®] patented dietary supplement, in a number of major new markets worldwide and gearing up to announce exciting new products, all in keeping with our commitment to offer unique science-based formulations for healthy living."

"Our approximately 70,000 independent distributors have their eyes on a prize," added Phelps, "and that's making LifeVantage a billion-dollar company. They know we have the products and sales know-how to do that. I just spent 24 hours with the company's top 19 global distributors at a summit in Utah. These are some of the most determined, passionate, experienced and insightful network marketers I have ever met. Their conviction and energy, combined with the work of the smart, hard-charging LifeVantage management team, enhances our growth potential." Phelps also noted, "I am truly impressed with the entire leadership team's unity in creating the next wave of LifeVantage momentum."

A globally recognized expert in network marketing, Phelps's experience spans North America, Europe, Latin America and nearly every major market in Asia. He has worked at Synergy Worldwide, FFi, Jeunesse Global, MonaVie and Organo Gold, applying his skills in sales, marketing, international expansion, business development, training and nearly every facet of distributor-facing development work. Phelps received his Juris Doctorate from Brigham Young University.

Douglas C. Robinson, LifeVantage President and Chief Executive Officer, noted, "Like the rest of the LifeVantage management team, Dave is driven by two essential concepts: Distributors are the company's most important assets, and leadership development is the heart of our network marketing success. LifeVantage is ready to surge to new heights, and we are excited to have Dave Phelps join the team that will help take us there."

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), a leader in Nrf2 science and the maker of Protandim[®], the Nrf2 Synergizer[®] patented dietary supplement, TrueScience[®] Anti-Aging Cream and LifeVantage[®] Canine Health, is a science-based network marketing 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 and is headquartered in Salt Lake City, Utah. More information is available at 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. Words and expressions reflecting optimism and satisfaction with current prospects, as well as words such as "believe," "anticipates," "look forward to," "should" 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 Company's growth potential 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 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.

CONTACT: Public Relations Contact:

John Genna (801) 432-9172

Vice President of Marketing & Communications

Investor Relations Contact:

Cindy England (801) 432-9036

Director of Investor Relations

or

John Mills (310) 954-1105

Senior Managing Director, ICR, LLC

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