



November 19, 2013

## **LifeVantage Appoints Chief Sales Officer**

### **David Phelps Appointed as Chief Sales Officer**

SALT LAKE CITY, Nov. 19, 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, announced today that David Phelps has accepted a role as global Chief Sales Officer for the company.

Mr. Phelps brings broad domestic and international network marketing experience to LifeVantage. He has extensive involvement in North America, Europe, Latin America, and nearly every major market in Asia. Mr. Phelps has worked with an impressive array of companies, including Synergy Worldwide, FFi, Jeunesse Global, MonaVie and Organo Gold. His senior executive assignments have included significant roles in sales, marketing, international expansion, business development, training and nearly every facet of distributor-facing development work. The core of his network marketing philosophy comprises two essential concepts: (1) Distributors are the most important asset of any company, and (2) Leadership development is at the heart of network marketing success. Mr. Phelps brings an extraordinary sense of passion to LifeVantage and he is dynamically committed to the mission and vision of the company. Mr. Phelps received his Juris Doctorate from Brigham Young University.

"We are excited to add Dave's unique talent and expertise to our team. His deep executive experience in network marketing adds a new dimension to our distributor-first management focus. We expect Dave to make a strong impact on domestic and international sales," said Douglas C. Robinson, LifeVantage President and Chief Executive Officer.

"LifeVantage is the best grassroots success, leadership development, and product story in all of network marketing today," Phelps noted. "With this extraordinary foundation, the Company has powerful momentum to lead our distributor family to financial success and personal freedom."

### **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 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 and is headquartered in Salt Lake City, Utah. For more information about LifeVantage, visit [www.lifevantage.com](http://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 our anticipated growth and expansion of operations and our growth potential worldwide. 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 Company's inability to successfully expand our operations in existing and other markets and thereafter manage our growth; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the Company's ability to expand its product offerings; violations of law or our procedures by the Company's independent distributors; the potential for third-party and governmental actions involving the Company's network marketing efforts; 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;**

the Company's ability to access raw materials for its products as it grows; and the Company's ability to protect its intellectual property rights and the value of its products. 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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