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LifeVantage Corporation Announces the Addition of Sales Record-Setting Network Marketing Distributors and Executives

[LifeVantage Corporation \(OTCBB:LFVN\)](#), the maker of Protandim[®] - a dietary supplement clinically shown to induce the body's own antioxidant defenses - today announced that some of the most sought after and highest producing independent distributors in the network marketing industry have joined LifeVantage as independent distributors. These distributors, including Jason Domingo, Tyler Daniels and Marcell Niederhauser, are well-known in the industry for being among the primary drivers of record-setting revenue growth at previous companies.

David Brown, LifeVantage President and CEO, said, "We are extraordinarily fortunate to join forces with Jason, Tyler, Marcell and their team. Their one year revenue growth record is legendary in the industry and we believe could significantly impact LifeVantage's rapid expansion into the network marketing sales channel. Every network marketing company in the industry would love to have this team and the fact that they chose to join us is a testament to the strength of the science behind Protandim[®] and that they share our belief that this can become a powerful, global brand."

Jason Domingo said, "It is an exciting time to be on the ground floor of the LifeVantage home-based business opportunity. Our distributor team is proud of our reputation and track record in the network marketing industry and therefore was extremely selective when reviewing potential network marketing homes. We selected LifeVantage for its unique ability to affect lives globally. In our opinion, Protandim[®], backed by peer reviewed studies, is in a product category all by itself and clearly delineates the LifeVantage opportunity from its network marketing counterparts."

In addition, Kirby Zenger, a highly regarded executive who co-founded one of the fastest growing network marketing companies, is joining the LifeVantage team, as well as other industry management and administrative professionals. Said Brown, "Given the demonstrated ability of this team of independent distributors to drive rapid growth, we want to be totally prepared to meet all of the needs of our distributors and customers. This dramatically expands the company's bandwidth in the areas of sales, marketing, branding, operations, product development and international expansion."

[About Protandim[®]](#)

Protandim[®] is a groundbreaking, clinically proven supplement that provides a substantial benefit to help with the challenge of healthy aging. This patented antioxidant therapy is more powerful than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements. Protandim works by increasing the body's natural antioxidant 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 human study showed that after Protandim[®] was taken for 30 consecutive days, the accumulation of lipid peroxidation products (a biochemical marker of aging) was decreased by an average of 40%. The study also reported that this important marker of aging was decreased after taking Protandim[®] to the level of a typical 20 year old. Protandim[®] is currently the subject of over 20 scientific studies at leading universities and research institutes. For more information, please visit www.LifeVantage.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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