



September 7, 2017

## LifeVantage Corporation Increases Global Footprint with Expansion into Germany

### Products available in Germany include Protandim® Nrf2 Synergizer and the company's TrueScience® Anti-Aging Skin Care Regimen

SALT LAKE CITY, Sept. 07, 2017 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), further expanded into Europe when they officially opened for business in Germany on September 01, 2017. Products available include Protandim® Nrf2 Synergizer and the complete TrueScience® Anti-Aging Skin Care Regimen.

For the first time ever, the LifeVantage products and business opportunities are available to German consumers. "Germany is one of the world's largest economies and the fourth largest direct selling market globally(1)," said Senior VP of International, Courtland Pearson. "It is a very important market for us with respect to the success of our global expansion efforts."

In addition to Germany, LifeVantage products are available to customers in the United States, United Kingdom, Australia, Canada, Mexico, Japan, Hong Kong, Netherlands and Thailand.

For more information, please visit <https://www.lifevantage.com>.

(1) Source: World Federation of Direct Selling Associations statistical database, 2016

### About LifeVantage Corporation

LifeVantage Corporation is a science-based health, wellness and anti-aging company dedicated to helping people transform themselves internally and externally at a cellular level. Their scientifically-validated product lines include Protandim® Nrf2 and NRF1 Synergizers, TrueScience® Anti-Aging Skin Care Regimen, Petandim®, AXIO® Smart Energy and the PhysiQ (TM) Smart Weight Management System. LifeVantage (Nasdaq:LFVN) was founded in 2003 and is headquartered in Salt Lake City, Utah. For more information, 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, 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 future growth, distributor success and shareholder value. 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, those discussed in greater detail in the Company's Annual Report on Form 10-K and the Company's 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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