



August 7, 2013

## **LifeVantage Appoints Chief Marketing Officer**

### **David Toda, President LifeVantage Japan and Former Chief Marketing Officer Amway Japan Appointed Global Chief Marketing Officer**

SALT LAKE CITY, Aug. 7, 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 Toda, the company's President of LifeVantage Japan and General Manager Asia Pacific has accepted a role as global Chief Marketing Officer for the company. Mr. Toda will retain his responsibilities as General Manager Asia Pacific, overseeing operations in Asia, but will relinquish day-to-day control of the company's operations in Japan. Effective immediately, LifeVantage will begin a search for a country manager to oversee day-to-day sales and operations in Japan.

Mr. Toda has a deep background in marketing and management. Prior to joining LifeVantage, Mr. Toda served as Vice President, Chief Marketing Officer of Amway Japan from March 2011 to October 2012. Prior to joining Amway Japan, Mr. Toda served in a variety of capacities with Quicksilver Japan, including as President and Representative Director. Before Quicksilver Japan, Mr. Toda was Chief Marketing Officer of Adidas Japan K.K. Prior to joining Adidas Japan K.K., Mr. Toda served in management positions with Nike, Inc., J. Walter Thompson Japan Limited and Visa International Asia-Pacific. Mr. Toda holds a Bachelor of Arts degree in Economics from the University of Washington.

"We are excited to have David take a more global role with the company and to lead our world-wide marketing efforts. His experience guiding global brands is impressive and we believe he will add even more value to LifeVantage in this role. We appreciate David accepting this opportunity to take LifeVantage to the next level and believe he has the strategic and tactical acumen to continue to elevate our marketing efforts," said Douglas C. Robinson, President and CEO.

"I am convinced that we have a great opportunity to continue our growth in the coming years. I believe that my extensive marketing experience will allow me to take the company's brands to a new level of recognition and significance in the global market," commented Mr. Toda. "I am very excited to be given the opportunity to apply my experience even more broadly than in the role in Japan and Asia Pacific."

#### **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.

#### **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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