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LifeVantage Acquires New Product Line From Wicked Fast Sports Nutrition

Company Will Rebrand and Re-Launch Products Beginning in Fiscal Year 2015

SALT LAKE CITY, April 15, 2014 (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, today announced that it has acquired a line of sports nutrition products known as Wicked Fast Sports Nutrition. The products were designed and tested by LifeVantage's Chief Science Officer, Shawn Talbott, prior to joining LifeVantage. Dr. Talbott, an avid triathlete with 17 Ironman competitions under his belt, developed the Wicked Fast Sports Nutrition products to help both the serious and casual athlete feel better and perform better, regardless of their exercise and life goals. LifeVantage will conduct additional research and testing on the supplements and plans to rebrand the products in preparation for their official launch through its distribution network beginning in fiscal year 2015.

The Wicked Fast Sports Nutrition products include:

- | A pre-exercise supplement formulated to boost mental and physical energy levels, improve stamina, and enhance endurance;
- | A post-exercise supplement designed to enhance the body's ability to recover from intense exercise;
- | A powdered drink mix formulated to provide both fast and lasting mental and physical energy; and
- | A supplement intended to balance blood sugar levels for appetite control and fat loss.

Douglas C. Robinson, President and Chief Executive Officer of LifeVantage, stated, "Our acquisition of Wicked Fast Sports Nutrition is in-line with our key initiative to expand our product offerings with scientifically backed, efficacious products that help individuals feel better, look better, and perform better. This also underscores our ability to grow our business through acquisition as well as through internal product development."

Dr. Talbott commented, "We are excited to integrate the Wicked Fast Sports Nutrition supplements into the LifeVantage product portfolio. These products are extremely effective in helping athletes of all levels recover after rigorous physical activity. This acquisition marks our entry into the large market of sports nutrition and supports our goal of providing safe and high quality products to individuals around the world striving to improve their health and fitness levels."

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. LifeVantage 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, 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 the timing and success of any future launch of the Wicked Fast product line. 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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