



# LifeVantage®

## LifeVantage Corporation Expands In Asia, Launches In Taiwan

June 26, 2013

6427 LANE CITY, June 26, 2013 (US:NASDAQ:LVNT) - LifeVantage Corporation (NASDAQ:LVNT) has further expanded its footprint in Asia by opening for business in Taiwan.

We are excited about Taiwan's potential and are committed to the long-term success of the market as part of our strategy to achieve strong, sustainable growth in Greater China. With LifeVantage's 100+ product portfolio,

LifeVantage provides the complete TotalHealth Beauty System, the complete range of 100+ natural skin care products, with its highly innovative Total Energy® technology, and its TotalHealth Beauty System consists of four products: TotalHealth Facial Cleanser, Purifying Lotion, Eye Serum, and Anti-Aging Cream.

LifeVantage formally opened its operations in Taiwan in conjunction with a successful launch event on June 26 in Taipei.

"It is our goal to continue to work in tandem with the Taiwanese people and their desire for an increasingly natural products and environment which has set a high bar for all over the world," said LifeVantage Chief Sales Officer Jason Ross.

The Taiwan launch also represents an increasingly concentrated effort on behalf of LifeVantage to make its products available to markets across the globe. In addition to a formal presence in a dozen markets, such as North America, Europe, Australia, and Asia, LifeVantage products were also recently made available to customers in 7 additional countries - including New Zealand and Dominican Republic - as part of a new Global Customer Program launched in April.

### About LifeVantage Corporation

LifeVantage Corporation (NASDAQ:LVNT) is a leader in TotalHealth - a new science dedicated to enhancing the human aging cycle. The company is engaged in the identification, research, development and distribution of advanced nutritional dietary supplements and skin care products, including ProtonBiotin®, line of scientifically-validated energy supplements, TotalEnergy®, a line of 100+ natural skin care products, Proton™ for Dogs, a companion pet supplement formulated to combat oxidative stress in dogs, Acetyl Short Energy Drink, Proton™, a Smart Weight Management System, and Omega, a 3-in-1 fish oil supplement. LifeVantage was founded in 2003 and is headquartered in 6427 Lane City, TN. 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 referring to future time or events, such as "will," "expect," "anticipate," "intend," "plan," "believe," "estimate," "project," "forecast," "target," "goal," "may," "could," and "should" 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 projected financial or other results. Such forward-looking statements are not guarantees of performance and the Company's actual results could differ materially from those contemplated in such statements. These forward-looking statements are based on the Company's current expectations and beliefs concerning future events affecting the Company and its business based on current data and conditions that the Company has observed. Actual results or outcomes may vary materially from those indicated or discussed herein. These data and conditions 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 changes or circumstances after the date of this document except as expressly set.

### Forward-Looking Statements

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