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LIFELINE THERAPEUTICS, INC. AND MYMEDLAB, INC. PROVIDE A TBARS LABORATORY TEST FOR OXIDATIVE STRESS

DENVER, Colorado – Lifeline Therapeutics, Inc. (OTCBB: LFLT), maker of Protandim®, a patent-pending dietary supplement that increases the body's natural antioxidant defenses, today announced its "Partnership in Wellness" with MyMedLab, Inc., a Direct-to-Consumer service for medical lab tests.

Lifeline's product, Protandim®, has been shown in a clinical trial to dramatically reduce the body's cellular damage, known as oxidative stress. Oxidative stress is caused by the release of free radicals and the inability of the cells to adequately detoxify and prevent free radical accumulation. Oxidative stress is associated with more than 100 diseases, as presented in over a thousand peer-reviewed, published, scientific papers. Examples of areas where oxidative stress appears to play a role, based on these scientific papers, include heart disease, diabetes, and cancer. Protandim® activates the body's ability to produce more of its own antioxidant enzymes, allowing the body to naturally fight the damaging effects of free radicals – from the inside out.

MyMedLab, through its nationwide network of medical labs, provides consumers with a convenient approach to medical testing of the effects of Protandim® on oxidative stress. Consumers will be able to purchase TBARS tests directly online through both companies' websites (www.protandim.com and www.myMedLab.com), and then visit one of the 1,100 Patient Service Centers nationwide for the sample collection process. MyMedLab's TBARS test will determine the levels of oxidative stress and help consumers evaluate the effectiveness of Protandim® at reducing them.

The blood test will measure thiobarbituric acid reactive substances (TBARS), which are the indicators of oxidative stress. There are two testing options: the first consists of one blood test for existing Protandim® customers, and the second includes two blood tests - a baseline test (before Protandim®) and a 30-day evaluation to measure the effectiveness of Protandim® at lowering TBARS levels.

"As part of our "Partnership in Wellness", we are proud to team with MyMedLab to provide consumers with a tool that helps them to be actively involved in their own health care," said Stephen K. Onody, Chief Executive Officer of Lifeline Therapeutics. "Now consumers can measure their own cellular health and take action against oxidative stress with Protandim®, which has been scientifically proven to elevate levels of crucial antioxidant enzymes. We are looking forward to our customers 'Putting Protandim® to the Test'."

"We are excited to work with Lifeline Therapeutics to help consumers be more active in their care," said David Clymer, CEO of MyMedLab. "We share the common goal of educating consumers about their health."

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