



November 6, 2006

## **VITAMIN COTTAGE STORES TO CARRY PROTANDIM®**

DENVER, Colorado – Lifeline Therapeutics, Inc. (OTCBB: LFLT), today announced the launch of Protandim® in Vitamin Cottage Natural Grocers, Inc. Lakewood, CO based Vitamin Cottage has 23 stores in Colorado and New Mexico. Protandim® is a dietary supplement clinically proven to increase the body's natural antioxidant defenses and to combat oxidative stress.

"By making Protandim® available in Vitamin Cottage stores, we've expanded our reach and are able to offer more customers the cellular health and healthy aging benefits of this fundamentally new approach to antioxidant therapy," said Stephen K. Onody, Lifeline Therapeutics CEO. Mr. Onody continued, "Lifeline plans to offer Vitamin Cottage an education program focused on the benefits of Protandim®. Lifeline and Vitamin Cottage believe that customers need to have access to the best health and nutrition information available."

### **About Protandim®**

Protandim® is a patent-pending dietary supplement that increases the body's natural antioxidant protection by inducing two protective enzymes, superoxide dismutase (SOD) and catalase (CAT). These naturally occurring enzymes simply become overwhelmed by free radicals as we get older. Oxidative stress (cell damage caused by free radicals) occurs as a person ages, when subjected to environmental stresses or as an associated factor in certain illnesses. TBARS are laboratory markers for oxidative stress in the body. Data from a peer-reviewed, published scientific study in men and women, sponsored by Lifeline, show that after 30 days of taking Protandim®, the level of circulating TBARS decreased an average of 40 percent, with this decrease shown to be maintained at 120 days. Protandim® strengthens a person's defenses against oxidative stress by increasing the body's natural antioxidant enzymes. For more information, please visit the Protandim® product web site at [www.protandim.com](http://www.protandim.com).

### **About Vitamin Cottage**

Vitamin Cottage Natural Grocers, Inc. sells vitamins, supplements, natural foods, and related products. Its cornerstones are education and customer service. Vitamin Cottage sells quality products at every day affordable prices. Every product sold goes through a strict review process to ensure it meets quality standards. The company's stores carry over 25,000 products which include 2,000 national brand products. You can also find health tools, news and feature articles, and healthy recipes at [www.vitamincottage.com](http://www.vitamincottage.com).

### **About Lifeline Therapeutics, Inc.**

Lifeline Therapeutics, Inc. markets Protandim®. Lifeline Therapeutics is committed to helping people achieve health and wellness for life. For more information, please visit the Company's web site at [www.lifelinetherapeutics.com](http://www.lifelinetherapeutics.com).

Except for historical information contained herein, this document contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, applicable common law and Securities and Exchange Commission rules. The Company uses the words "anticipate," "believe," "could," "should," "estimate," "expect," "intend," "may," "predict," "project," "plan," "target" and similar terms and phrases, including references to assumptions, to identify forward-looking 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 are difficult to predict accurately and may be beyond the control of the Company. The following factors are among those that may cause actual results to differ materially from our forward-looking statements: the Company's ability to successfully expand its operations and manage its future growth; competition in the dietary supplement market; and the Company's dependence on a limited number of significant customers and a single product for revenue. These and other additional risk factors and uncertainties are discussed in greater detail in the Company's Annual Report on Form 10-KSB under the caption "Risk Factors", and in other documents filed the Company from time to time with the Securities and Exchange Commission. Forward-looking statements made by the Company in this news release or elsewhere speak only as of the date made. New uncertainties and risks come up from time to time, and it is impossible for the Company to predict these events or how they may affect the Company. The Company has no duty to, and does not intend to, update or revise the forward-looking statements in this news release after the date it is issued. In light of these risks and uncertainties, investors should keep in mind that the results, events or developments disclosed in any forward-looking statement made in this news release may not occur.

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