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LifeVantage Introduces New Products, Training and Tools at Orlando Elite Academy

The company introduces new products and expands into new markets as it continues to grow as a worldwide leader in nutrigenomics and biohacking

SALT LAKE CITY, Nov. 06, 2017 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN) just concluded Elite Academy, 2017. The event, held at Disney's Coronado Springs Resort in Orlando, Florida serves as an important forum for new product announcements, training, and motivation.

LifeVantage kicked off Elite Academy by announcing two new products: **Omega+**[™] and Stacks. According to Senior Vice President of Research and Development Nathalie Chevreau, Omega+ represents a new way to deliver the right combination of Omega 3s, Omega 7s, and Vitamin D in a high-end formula that's purely sourced and completely traceable. Stacks combines the company's best-selling products into different combinations designed to target specific health needs, helping further cement LifeVantage as a worldwide leader in biohacking.

"Biohacking is about helping our customers take control of their health to get the results they want," said President and CEO Darren Jensen. "Stacks is a powerful line of nutrigenomic products that deliver on that vision with customized and targeted health solutions."

LifeVantage also announced that the company has commenced a cross-border commercial pilot program in China. Still in commercial testing, the program will use an ecommerce model that is incremental to the traditional network marketing model LifeVantage conducts across the rest of its markets. The new model, powered by independent in-country social marketers, capitalizes on the rising trend of social entrepreneurship. The announcement was met with overwhelming response from attendees at the Elite Academy event, who participated in initial training on the innovative new ecommerce model.

Elite Academy also included several new technology announcements as LifeVantage continues to integrate advanced sales tools into its operations. Chief Marketing Officer, Ryan Goodwin, presented a revamped company website that simplifies the shopping experience for LifeVantage's thousands of distributors across the world.

In addition, LifeVantage used Elite Academy to debut *LifeVantage Digital*—a new mobile app that provides distributors with all the functionality they need to build and run their businesses. This app will let distributors streamline their day-to-day operations by helping them manage everything from contacts and presentations to reporting and analysis from their mobile devices by using artificial intelligence and machine learning.

Business and personal development continued as important themes throughout Elite Academy, especially when world renowned author, coach and speaker John C. Maxwell took the stage on Saturday morning. Maxwell, the author of several New York Times best-selling books including *The 21 Irrefutable Laws of Leadership*, returned to Elite Academy to speak about the power of personal growth. According to Maxwell, personal growth is a lifelong journey that takes practice designed to increase capacity.

About LifeVantage Corporation

LifeVantage Corporation is a science-based health, wellness and anti-aging company dedicated to helping people transform themselves internally and externally at a cellular level. Their scientifically-validated product lines include Protandim® Nrf2 and NRF1 Synergizers, TrueScience® Anti-Aging Skin Care Regimen, Petandim®, AXIO® Smart Energy and the PhysIQ™ Smart Weight Management System. LifeVantage (Nasdaq:LFVN) was founded in 2003 and is headquartered in Salt Lake City, Utah. For more information, visit 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 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 our future growth, distributor success and shareholder value. 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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