



October 3, 2006

## **LIFELINE THERAPEUTICS, INC. ANNOUNCES NEW SALES AND MARKETING VICE PRESIDENT AND DIRECTOR OF NATURAL PRODUCTS**

DENVER, Colorado – Lifeline Therapeutics, Inc. (OTCBB: LFLT), today announced Mr. Anthony Del Vicario and Ms. Alexis Luce have joined the Company. Mr. Del Vicario will hold the newly created position of Vice President of Strategic Sales and Marketing. Ms. Luce will serve as Director for Natural Products Sales and Marketing.

"We are pleased to have such experienced individuals join our organization," said Stephen K. Onody, CEO of Lifeline Therapeutics. "We believe Anthony and Alexis will be great additions to the Lifeline team".

Mr. Del Vicario is a 17-year veteran of the life sciences industry, including natural products. He most recently served as Vice President of Marketing for the Point of Care Diagnostics division of Inverness Medical Innovations, Inc. He has held senior management positions with Hauser, Inc. in the natural products group, and Geneva Pharmaceuticals (now Sandoz), a subsidiary of Novartis. Mr. Del Vicario's broad experience includes the areas of marketing, sales, new product and business development, strategic planning, and sales training, with products sold into various distribution channels including retail chains, mass merchandisers, grocery chains, independent pharmacies, distributors, physicians, and multi-level marketing. Mr. Del Vicario received his B.A. from the University of Pennsylvania and his M.S. in Management from the Stanford University Graduate School of Business where he was a Sloan Fellow.

"Lifeline has a unique product in Protandim® and I'm excited about the opportunity to build upon the early successes, and to help the company achieve its growth objectives," commented Mr. Del Vicario. "I'm thrilled about joining the Lifeline team and working collaboratively to establish Protandim® as a crucial nutritional supplement in the consumer's battle against oxidative stress".

Ms. Luce has over 18 years experience in the natural foods marketplace, holding positions including Vice President of Sales, National Sales Coordinator, National Sales Representative, and Regional Sales Manager, and as a consultant. Ms. Luce has worked with manufacturing clients, including GNC, Natures Way, Dr. Christopher's, Natural Care, Always Young, Bob Barefoots Coral Calcium, and retail clients including Drugstore.com, Whole Foods, Wild Oats, Super Supplements, Pilgrims Natureway, and Arizona Health. She has worked with over 200 different health food retailers in various areas of the country.

### **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. New data from a scientific

study in men and women 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 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 and applicable common law. The Company uses the words "anticipate," "believe," "could," "should," "estimate," "expect," "intend," "may," "predict," "project," "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 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 factors are difficult to accurately predict 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 limited cash flow and the rapid development of technology, lack of liquidity for the Company's common stock, working capital shortages and the length of time for scientific advances to reach the market (if they ever reach the market). These and other additional risk factors and uncertainties are discussed in greater detail in the company's Annual Report on Form 10-KSB and other documents filed 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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