



October 3, 2014

## **Video Release -- LifeVantage Launches Two Multi-Dimensional Energy Products in the United States**

### **Company Introduces New Approach to Energy Drink Market**

SALT LAKE CITY, Oct. 3, 2014 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), has entered the exciting new energy product category that will forever change how exhausted, over-stressed people around the world regain their edge. Unlike other one-dimensional energy products that rely almost entirely on caffeine and sugar for a temporary energy boost, both LifeVantage energy drink powders deliver sustained energy, as well as improved mental focus and promote a positive mood. All derived from a unique combination of scientifically validated ingredients.

A video accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=28137>.

"Until now, energy products were all about stimulation," explains Shawn M. Talbott, PhD, Chief Science Officer at LifeVantage Corporation. "Basically, they helped mask fatigue but they really did nothing to help get people to their desired state of wellbeing. These two newly released multi-dimensional energy drink powders deliver one part better mood, one part improved mental focus."

"We couldn't be more excited about the launch of these two products into the evolving energy drink market," explained LifeVantage President and Chief Executive Officer Douglas C. Robinson. "These offerings remain consistent with our approach of delivering safe, effective, top-quality products that are founded in science and backed by research. They represent a large and immediate opportunity for the long-term growth of our Distributor family and LifeVantage as a company."

### **About LifeVantage Corporation**

LifeVantage Corporation (Nasdaq:LFVN), is a leader in Nrf2 science and the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, and the TrueScience™ Anti-Aging Skin Care Regimen. The company is a science based network marketing company that is dedicated to visionary science that looks to transform health, wellness and anti-aging internally and externally at the cellular level. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah.

### **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 the future success of our new products and the impact our new products will have on the Company's long-term growth. 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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