



LifeVantage Adds to European Footprint, Launches in Ireland

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SALT LAKE CITY, May 01, 2019 (GLOBE NEWSWIRE) -- LifeVantage (Nasdaq:LFVN) has launched its third European market in the past eight months, adding Ireland to its slate this week.

With select LifeVantage products having been offered in Ireland for approximately a year as part of the company's Global Customer Acquisition Program, the country has already distinguished itself as a viable market.

"Ireland already has a solid base of customers who love our products and has proven itself a successful customer market in a relatively short period of time, so opening it up for distributor enrollments is the next natural progression," said LifeVantage Chief Sales Officer Justin Rose. "We're excited about Ireland's prospects as our newest market."

The following products are available in Ireland: Protandim Nrf2 Synergizer® supplement, Omega+ fish oil supplement, Pro+ probiotic supplement, TrueScience® Beauty System, TrueScience Facial Cleanser, TrueScience Perfecting Lotion, TrueScience Eye Serum, TrueScience Anti-Aging Cream, and TrueScience Hand Cream. Protandim Nrf2 Synergizer® supplement is scheduled to be available in June.

LifeVantage has operated in the United Kingdom, including Northern Ireland, since 2016 and also has a European presence in Germany, Netherlands, Austria, and Spain, in addition to Ireland.

"The opening of Ireland is something that has been highly anticipated among many of our leaders in the UK in particular, and we expect it to be a productive asset in our larger European strategy," said LifeVantage CEO Darren Jensen. "We're excited to take this next step and grow our biohacking community in a part of the world that is key to our success."

The company anticipates further expansion in Europe to support growth in the region, including in Belgium, which is currently scheduled for launch next month. Select LifeVantage products are currently available in Belgium on a not-for-resale basis as part of the same customer program.

With the addition of Ireland, LifeVantage now serves 14 markets in North America, Europe, Australia, and Asia.

About LifeVantage

LifeVantage Corporation (Nasdaq:LFVN) is a pioneer in Nutrigenomics – a new science dedicated to biohacking the human aging code. The company is engaged in the identification, research, development, and distribution of advanced nutraceutical dietary supplements and skin and hair care products, including Protandim®, a line of scientifically-validated dietary supplements; TrueScience® Beauty and Hair Care Systems; Petandim™ for Dogs, a companion pet supplement formulated to combat oxidative stress in dogs; Axio® Smart Energy Drink mixes; PhysIQ™, a Smart Weight Management System; and Omega+, a 3-in-1 fish oil supplement. LifeVantage 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", "goal", "may be", 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 and projected success in certain markets. 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

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