



July 8, 2015

LifeVantage Flagship Product, Protandim, Registered in Mexico

SALT LAKE CITY, July 08, 2015 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), has announced that its flagship product, Protandim, has been registered in Mexico as an Herbal Medicine. The company is planning to begin shipping Protandim to Mexico in the second quarter, fiscal 2016.

"Having Protandim available for distribution in Mexico is a monumental occasion for LifeVantage and our in-country Distributors," said LifeVantage President and Chief Executive Officer Darren Jensen. "The Network Marketing and Direct Selling industry in Mexico generates nearly \$8 billion per year with approximately 2.2 million distributors who reside in the country. Having Protandim registered there is vital to our long-term growth strategy in Mexico and beyond. We see Mexico as a gateway market for successful expansion into the Latin America region."

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), is a science based network marketing company dedicated to visionary science that looks to transform health, wellness and anti-aging internally and externally at the cellular level. The company is the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, the TrueScience™ Anti-Aging Skin Care Regimen, Canine Health, and the AXIO™ energy product line. 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 statements we make regarding the Company's future investment and 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.

Company Relations Contact:

John Genna (801) 432-9172

Vice President of Communications &

Corporate Partnerships

Investor Relations Contacts:

Cindy England (801) 432-9036

Director of Investor Relations

-Or-

John Mills (646) 277-1254

Partner, ICR INC

 [Primary Logo](#)

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