



October 29, 2013

LifeVantage Corporation Announces Jersey-Front Partnership With Real Salt Lake

SALT LAKE CITY, Oct. 29, 2013 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), a company dedicated to helping people achieve healthy living through a combination of a compelling business opportunity and scientifically validated products, announced it has entered into a long-term, multi-million dollar jersey-front sponsorship with Real Salt Lake of Major League Soccer. The deal is the largest in Real Salt Lake's history.

The new partnership formally goes into effect on January 1, 2014, with the LifeVantage logo boldly displayed upon the Real Salt Lake jersey beginning next season.

"I could not be more excited about the partnership between our two organizations," said LifeVantage President and Chief Executive Officer Douglas C. Robinson, "This is a tremendous opportunity for LifeVantage to partner with such a respected organization in Real Salt Lake. As Major League Soccer popularity continues to grow, the LifeVantage brand will benefit from high-impact exposure in stadiums, on television, in advertising and through player appearances across the country and around the world. This is truly an exciting and proud moment for LifeVantage."

"We're thrilled to partner with LifeVantage for our jersey-front sponsorship," Real Salt Lake President Bill Manning said. "LifeVantage is showing tremendous commitment to Real Salt Lake with this partnership. We're excited to welcome them to what we call 'the RSL Family' and we relish the opportunity to continue to grow the Club and the sport with such a vibrant locally-based and internationally-growing company by our side."

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), a leader in Nrf2 science and the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, TrueScience® Anti-Aging Cream and LifeVantage® Canine Health, is a science-based network marketing company. LifeVantage is dedicated to visionary science that looks to transform wellness and anti-aging internally and externally with products that dramatically reduce oxidative stress at the cellular level. The Company 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 and satisfaction with current prospects, as well as words such as "believe," "anticipates," "look forward to," "should" 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 effect this partnership will have on our business going forward. 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 the risk factors discussed in greater detail in the Company's Annual Report on Form 10-K and its 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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