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LifeVantage Corporation Announces Major Expansion Into Asia, Citing Immediate Opportunities in Booming Integrative Health Market

LifeVantage Corporation Announces a Marketing and Licensing Agreement With Industry Leader NutraNomics to Significantly Expand Global Distribution of Protandim®

GREENWOOD VILLAGE, Colo., Feb 14, 2008 (BUSINESS WIRE) -- A LifeVantage Corporation ([LFVN](#): LFVN) milestone was reached today, announced CEO David Brown, with the news that a marketing and licensing agreement has been signed with NutraNomics for the representation and distribution of Protandim® into the multi-billion dollar Asian market.

According to LifeVantage President and CEO David Brown, "NutraNomics has an excellent reputation as an organization that is known for its ability to quickly achieve successful product launches in Asia. NutraNomics has a proven track record in obtaining wide distribution with the leading companies including Miki Shoji, Japan's largest direct marketing company with over 500,000 distributors. In addition, the company has strong relationships with Mitsui Busan, Watakura, and Kanebo, through which NutraNomics distributes products in the Asian retail sector."

CEO Tracy Gibbs of NutraNomics commented, "Our highly experienced team brings marketplace knowledge and infrastructure into place immediately, to effectively represent and distribute Protandim® throughout our vast network in Asia. We are extremely excited to introduce Protandim® to this market, as it is truly a revolutionary product. Not only was Protandim® developed by a Nobel Prize nominated scientist, but it has worldwide appeal for all cultures, due to the patented formula which is clinically proven to slow down the progressive trend of aging at the cellular level."

About Protandim®

Protandim® is a unique approach to fighting the effects of cell-damaging free radical molecules which advance the aging process, including many of the diseases of aging. The patented dietary supplement increases the body's natural antioxidant protection by inducing the cells of the body to produce naturally occurring protective antioxidant enzymes, a process which is thousands of times more effective than traditional vitamin-mineral supplements. Free radical damage occurs when a person is subjected to environmental stresses and generally increases with age. Data from a peer-reviewed scientific study in men and women, sponsored by LifeVantage, show that after 30 days of taking Protandim®, the level of circulating toxins produced by free radicals decreased an average of 40 percent, slowing the progressive aging factors to the level of a 20 year old. With continued use, the decrease was maintained at 120 days. For more information, please visit the Protandim® product web site at www.protandim.com or contact Jan Strode at 619.890.4040 or Jean Golden at 612.385.2324.

LifeVantage Corporation

LifeVantage Corporation is a publicly traded (LFVN) based, natural products company, dedicated to helping people reach their health and wellness goals through science-based solutions to oxidative stress. Founded in 2003 and based in Colorado, LifeVantage develops nutraceutical products, including Protandim, that leverage the company's expertise and that are intended to deliver significant health benefits to consumers. For more information, visit www.protandim.com or contact Jan Strode at 619.890-4040 or Jean Golden at 612-385-2324.

This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The Company uses the words "anticipate," "believe," "could," "should," "estimate," "expect," "intend," "may," "predict," "project," "plan," "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 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 that government regulators and regulations could adversely affect our business; future laws or regulations may hinder or prohibit the production or sale of our existing product and any future products; unfavorable publicity could materially hurt our business; and the Company's ability to protect our intellectual property rights and the value of our product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-KSB under the caption "Risk Factors", and in other documents filed 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.

Note to Editors: Contact Jan Strode at 619-890-4040 or Jean Golden at 612-385-2324 for interviews, photography, and other requests.

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