



November 13, 2012

## **LifeVantage Makes a Donation to the Against Malaria Foundation**

### **Thousands in Sub-Saharan Africa Benefit From Its Giving Program**

SALT LAKE CITY, Nov. 13, 2012 (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, including its patented dietary supplement Protandim<sup>®</sup>, the Nrf2 Synergizer<sup>®</sup>, announced today that in partnership with its network of independent distributors, it has made a donation to the Against Malaria Foundation that will contribute to improving the health and quality of life of more than 10,000 families in sub-Saharan African countries that battle malaria through its mosquito net distribution program.

According to Against Malaria founder Rob Mather, the equivalent of seven jumbo jets full of children under the age of five die from malaria every day. "And every single one of those deaths is completely avoidable through the use of a simple mechanical barrier—a mosquito net," Mather said. "The 24,000 mosquito nets that will be purchased and donated to those in need with the funds generously provided by LifeVantage and its independent distributors will save hundreds of lives and thousands more will be spared the devastating effects of malaria."

The fundraising event took place in conjunction with LifeVantage's quarterly training event held in Las Vegas, Nevada, October 26-27, 2012. Those in attendance participated in two days of transformational training by independent distributor leaders, presentations by nationally renowned advertising and marketing expert and motivational speaker Roy Spence and corporate executives, as well as a surprise performance by LifeVantage Spokesperson Donny Osmond.

"We express our sincere appreciation to each member of the LifeVantage family for their support of our philanthropic efforts, specifically their donations for the benefit of the Against Malaria Foundation and the thousands of families worldwide that they serve," said President and CEO Douglas C. Robinson. "We are very honored to help people everywhere with healthy living and quality of life—not just through our products and business opportunity, but through our charitable efforts as well."

The Company gives back and makes a positive impact in the world by partnering with respected service organizations during corporate events held each quarter. For more information about Against Malaria, go to [www.againstmalaria.com](http://www.againstmalaria.com).

### **About LifeVantage Corporation**

LifeVantage Corporation, (Nasdaq:LFVN), a leader in Nrf2 science and the maker of Protandim<sup>®</sup>, the Nrf2 Synergizer<sup>®</sup> patented dietary supplement, is a science based nutraceutical 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, UT.

The LifeVantage Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11617>

### **About the Against Malaria Foundation (AMF)**

AMF funds and provides long-lasting insecticidal nets (LLINs) to protect those at risk from malaria. Efficiency, transparency and impact are important guiding principles for the charity. The leading independent charity evaluator Givewell ranks AMF as their #1 charity of all charities globally, as do The Life You Can Save and Giving What We Can.

CONTACT: Media Relations Contact:

Andrea Ramsey 801.432.9019

Public Relations Manager

Investor Relations Contact:

Cindy England 801.432.9036

Director of Investor Relations

-or-

John Mills 310.954.1105

Senior Managing Director, ICR, LLC

 [company logo](#)

Source: LifeVantage Corporation

News Provided by Acquire Media