



February 15, 2006

DR. JOE McCORD TO APPEAR ON THE TOM MARTINO SYNDICATED RADIO SHOW

DENVER, Colorado -- Lifeline Therapeutics, Inc. ("Lifeline" or the "Company") (OTCBB: LFLT), maker of Protandim®, today announced that Dr. Joe McCord will appear on Tom Martino's Troubleshooter Radio Show on February 22, 2006 from 10:00 a.m. to 12:00 noon MST. See the list below for radio stations broadcasting the show.

Dr. McCord and Troubleshooter Tom Martino will discuss data from a human study where Protandim® was demonstrated to reduce oxidative stress in men and women by improving the body's natural ability to reduce oxidative stress by increasing activity of antioxidant enzymes. These findings were published in the scientific and peer reviewed journal, *Free Radical Biology & Medicine* (Jan. 15, 2006), in an article titled "Human Study Shows Protandim® Provides a Fundamentally New Approach to Antioxidant Therapy".

"We are very excited that Tom Martino, a leading consumer advocate and someone who is passionate about health in general, and Dr. Joe McCord, a leading scientist and researcher who serves as our Director of Science, will discuss this data which demonstrated Protandim® was able to reduce oxidative stress in men and women, and why this is important," commented Stephen K. Onody, CEO of Lifeline.

Tom Martino has a keen interest in health care products and often features cutting edge technologies and exciting new products on his show.

About Tom Martino

Tom Martino has been fighting for consumers more than 30 years in radio, television and newspapers. He is known as "The Troubleshooter" by millions of loyal fans and has recovered millions of dollars for consumers in cash, merchandise, exchanges, refunds and services.

Troubleshooter Tom Martino is the ultimate consumer advocate. His dynamic, high-energy, caller driven program features segments like Sleaze Brigade, which exposes bad business practices, and Deadbeat Hall of Shame, which names absentee parents who do not pay child support. Tom's Help Center, staffed by consumer counselors, researches and solves problems that callers bring to Tom. Tom and his staff have recovered millions in cash, merchandise, exchanges, refunds, credits and services for the public.

Tom blasts liars and cheaters, exposes rip-offs and investigates consumer complaints live on his dynamic action-packed radio show that can be heard on stations across America – syndicated by Westwood One. The show originates from Tom's flagship station 630 KHOW in Denver.

Tom can be seen on Fox 31 News at 9:00 p.m. in Denver as part of the news team. Prior to Fox, Tom appeared nightly for 18 years on Denver's KCNC News-4. Before that he worked at WRAL-TV in Raleigh and WTVT-TV in Tampa. He has also written for newspapers, including a long-running column in the Rocky Mountain News. He now writes exclusively for Troubleshooter.com. In addition to his career in journalism, Tom is a sought-after consultant on customer service. Top corporate executives from around the country have attended his popular seminars. His website is <http://www.troubleshooter.com>.

About Joe M. McCord, Ph.D.

Dr. McCord currently serves as professor of medicine at the University of Colorado Denver Health Sciences Center and also is Director of Science for Lifeline. In 1969, Dr. McCord, together with Irwin Fridovich, discovered superoxide dismutase (SOD), spawning an avalanche of research. For this work, he and Fridovich were awarded the Elliot Cresson Medal. In 1997, Dr. McCord received a lifetime achievement award from the Oxygen Society for outstanding contributions to the field of free radical biology and medicine. Dr. McCord is president of the International Society of Antioxidants in Nutrition and Health (ISANH), and he serves on the editorial board of the journal *Free Radical Biology & Medicine*. Dr. McCord beneficially owns 1.6 million shares of Lifeline common stock.

About the *Free Radical Biology & Medicine* Journal

Free Radical Biology & Medicine is the official journal of the Society for Free Radical Biology and Medicine, and is an

affiliate journal of the International Society for Free Radical Research. The peer-reviewed journal is one of the highest impact factor journals in the field and is listed by all the major indexing services, including *Current Contents*, *Index Medicus*, *Science Citation*, *Chemical Abstracts*, and *Current Awareness in Biological Sciences and Toxicology Abstracts*. The journal encompasses chemical, biochemical, genetic, molecular biology, cell biology, cell signaling, physiological, pharmacological, pathological, toxicological, and medical approaches to oxygen and free radical research.

About Lifeline Therapeutics

Lifeline Therapeutics, Inc. markets Protandim®, a patent-pending dietary supplement that increases the body's natural antioxidant protection. Lifeline Therapeutics is committed to helping people achieve health and wellness for life. For more information, please visit the Protandim® product website at <http://www.protandim.com>.

Oxidative stress (cell damage caused by free radicals) occurs as a person ages or is subjected to stresses such as certain illnesses. TBARS are harmful, reactive substances that indicate the level of oxidative stress in the body. New data from a scientific study in men and women show that after 30 days of taking Protandim®, the level of circulating TBARS decreased an average of 40 percent, and the age-related increase in TBARS was eliminated. Protandim® strengthens a person's defenses against oxidative stress by increasing the body's natural activity of antioxidant enzymes.

Except for historical information contained herein, this document contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and applicable common law. These statements 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. Further, the Company operates in industries where securities values may be volatile and may be influenced by regulatory and other factors beyond the Company's control. Other important factors that the Company believes might cause such differences include the Company's limited cash flow and the rapid development of technology, lack of liquidity for the Company's common stock, working capital shortages, the length of time for scientific advances to reach the market (if they ever reach the market), among other risks. In assessing forward-looking statements contained herein, readers are urged to carefully read all cautionary statements contained in the Company's filings with the Securities and Exchange Commission.

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