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LifeVantage Announces Share Repurchase Program and Accelerated Debt Retirement Initiative

Company Authorizes \$6 Million Debt Buy Down and Share Repurchase Program

SALT LAKE CITY, March 11, 2014 (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, today announced that its Board of Directors approved an initial \$6 million that will be used for an accelerated debt pay down and common stock repurchase program. The Company will fund up to \$3 million in stock repurchases with the remainder being used to accelerate the pay down of debt, through cash on hand and future cash flow from operations.

Douglas C. Robinson, President and Chief Executive Officer of LifeVantage stated, "We believe that utilizing our strong balance sheet and cash flow from operations to continue repurchasing stock, when appropriate, and simultaneously accelerating our debt payments will enhance long-term shareholder value for our Company. We are able to implement these accelerated debt pay down and additional stock repurchase initiatives while maintaining ample capital to continue investing in our previously announced strategic initiatives of product development, geographic expansion and strengthening marketing. We feel the combination of these initiatives will have a positive impact on our operational performance in the future."

As of December 31, 2013, the Company's cash and cash equivalents were \$34.5 million and total debt was \$47 million. Over the past 15 months, the Company has repurchased \$50 million of its stock.

The repurchase program permits LifeVantage to purchase shares from time to time through a variety of methods, including in the open market, through privately negotiated transactions or other means as determined by the company's management, in accordance with applicable securities laws. As part of the repurchase program, the Company expects that it will enter into a pre-arranged stock repurchase plan which will operate in accordance with guidelines specified under Rule 10b5-1 of the Securities Exchange Act of 1934. Accordingly, transactions, if any, under the pre-arranged repurchase plan would be completed in accordance with the terms of the stock repurchase plan, including specified price, volume and timing conditions.

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. 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, but are not limited to, statements we make regarding our operating income, cash flow from operations, the amount of stock we will repurchase in this offering and 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.

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