



February 13, 2015

LifeVantage Multi-dimensional Energy Product AXIO Launches in Japan

Company Expands Its Presence Within the Global Energy Drink Market

SALT LAKE CITY, Feb. 13, 2015 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), has launched its multi-dimensional energy product, AXIO into the Japanese market. This expansion is consistent with the company's approach of delivering safe, high quality products that are founded in science and backed by research to its Distributors and Preferred Customers worldwide.

Unlike other one-dimensional energy products that rely almost entirely on caffeine and sugar for a temporary energy boost, AXIO delivers sustained energy, as well as improved mental focus and promotes a positive mood, all derived from a unique combination of scientifically validated ingredients.

"Until now, energy products were all about stimulation," explains Shawn M. Talbott, PhD, Chief Science Officer at LifeVantage Corporation. "Basically, they helped mask fatigue but they really did nothing to help get people to their desired state of wellbeing. This newly released multi-dimensional energy drink powder delivers equal parts better mood, improved mental focus, and heightened stress resilience - adding up to an overall enhanced feeling of well-being. We couldn't be more excited about expanding this new approach into the evolving energy drink market around the world."

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), is a science based network marketing company that is dedicated to visionary science that looks to transform health, wellness and anti-aging internally and externally at the cellular level. The company is the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, the TrueScience™ Anti-Aging Skin Care Regimen, Canine Health, and the AXIO™ energy product line. 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 the future success of Axio. 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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Source: LifeVantage Corporation

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