



December 2, 2014

LifeVantage Opens Corporate Office in Hong Kong

New Office Space Will Support Growth Within the Hong Kong Region

SALT LAKE CITY, Dec. 2, 2014 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), announced the opening of a brand new, state-of-the-art office facility in the Empress Plaza, Hong Kong. This new facility was designed to provide a central location where Distributors can host business-building meetings and conduct training events. We anticipate the office will also allow for a more expedited process for purchasing and receiving LifeVantage products in the Hong Kong region.

The opening of the corporate office in Hong Kong coincides with the two-year anniversary of the company's expansion into the Hong Kong market.

"We are making this significant investment in the Hong Kong market to facilitate the growth of the business in a sustainable manner," said LifeVantage President and Chief Executive Officer Douglas C. Robinson. "We continue to be excited about our presence in the Hong Kong market and remain committed to our pledge of providing world-class support to the Distributors in the market, and our Asia Pacific region at large."

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 our future growth and sustainability of our business in Hong Kong and our ability to provide a more expedited process for purchasing and receiving LifeVantage products in Hong Kong. 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 most recent Annuals Report on Form 10-K and Quarterly Reports 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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