



April 21, 2016

## **LifeVantage Announces Protandim NRF1 Product Cyber Launch**

### **Company to host May 17th Live Cyber Launch event**

SALT LAKE CITY, April 21, 2016 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), will be hosting a live cyber event on May 17, 2016 at 6:00 PM MDT, to launch its much-anticipated Protandim NRF1 product. The launch event will be broadcast worldwide and will be shown live at [lifevantage.com/live](http://lifevantage.com/live).

The Protandim NRF1 Synergizer is formulated to strengthen the mitochondria, which are the powerhouse of all cells, for better cellular health. It is designed to work in tandem with the company's flagship Protandim Nrf2 Synergizer product and further enhance the body's ability to naturally produce antioxidants and reduce the effects of cellular stress on its own.

"I see the launch of Protandim NRF1 further catapulting LifeVantage to success," said LifeVantage President and Chief Executive Officer, Darren Jensen. "Our focus on Nutrigenomics and having the two leading Nutrigenomic products in the world are two major factors that will shape the future of this company."

LifeVantage has strategically moved to hosting live cyber launch events to allow for a larger viewing audience. The company's previous live telecast for their PhysIQ™ Smart Weight Management System was viewed in 21 countries and had an estimated audience of nearly 50,000 viewers.

### **About LifeVantage Corporation**

LifeVantage Corporation (Nasdaq:LFVN), is a science based network marketing company 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, the AXIO™ energy product line and the PhysIQ™ smart weight management system. 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", "goal", "ideal fit", 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 leadership in the global market, future growth and financial performance. 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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