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LifeVantage Makes a Charitable Donation to Deworm the World

Through Its LifeVantage Legacy Program, Children in Bihar, India Receive Aid

SALT LAKE CITY, Aug. 9, 2012 (GLOBE NEWSWIRE) -- LifeVantage Corporation (OTCBB:LFVN), the leader in Nrf2 science and the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, announced today that in partnership with its network of independent distributors and its corporate giving effort, LifeVantage Legacy, it has made a donation that will contribute to improving the health, education and quality of life for over 3.7 million children through Deworm the World's school-based parasitic worm initiative in Bihar, India.

According to Deworm the World, over 600 million school-age children in the world's poorest countries are at risk of chronic and widespread parasitic worm infections that can harm their health and development and limit their school attendance. Deworm the World, a global nonprofit initiative of Innovations for Poverty Action, coordinates with over 50 government, technical, and funding partners to deworm children around the world. According to Deworm the World Managing Director Alissa Fishbane, "If you add up all of the school days gained by treating 3.7 million more kids for parasitic worm infections, the funds generously provided by LifeVantage and its distributors will contribute to increased health, higher quality of life and over 250 thousand extra years of education this year alone for the children of Bihar."

The fundraising effort took place in conjunction with LifeVantage's quarterly training event held in Orlando, Florida, July 27-28, 2012. Those in attendance participated in two days of transformational training and presentations from corporate executives, including President and CEO Douglas C. Robinson, Chairman of the Board Elwood Spedden, and LifeVantage Chief Science Officer Dr. Joe McCord, as well as top distributors.

"We are grateful to make a sizeable impact in the lives of children through our donation to Deworm the World and continue to be committed to making the world a better place and to helping people everywhere enjoy a higher quality of life," said President and CEO Douglas C. Robinson. "Our sincere appreciation goes to each member of the LifeVantage family for their support of LifeVantage Legacy to benefit Deworm the World."

Through LifeVantage Legacy, LifeVantage makes a positive impact in the world by partnering with respected service organizations during corporate events held each quarter. The Company has given back by raising funds and awareness of the organizations they serve. For more information about Deworm the World, go to dewormtheworld.org.

About LifeVantage Corporation

LifeVantage, (OTCBB:LFVN), the leader in Nrf2 science and the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, is a science based nutraceutical 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. The Company was founded in 2004 and is headquartered in Salt Lake City, UT.

The LifeVantage Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11617>

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