



March 16, 2009

## **LifeVantage Distributor Montel Williams and Dr. Oz Appear on The Oprah Winfrey Show March 17, 2009: "After the Diagnosis with Montel Williams"**

Emmy Award-winning talk show host, author, entrepreneur, and [LifeVantage Independent Distributor Montel Williams](#) will be featured on [The Oprah Winfrey Show](#) on Tuesday, March 17, 2009. "After the Diagnosis with Montel Williams" will feature Montel's personal story, as well as his Living Well family of products. Williams recently added [Protandim®](#), which is made by [LifeVantage Corporation \(OTCBB:LFVN\)](#), to his stable of Living Well products and Montel serves as a distributor for LifeVantage.

**Montel Williams** has been a fan of [Protandim](#) for several years, after a family member had a positive experience and shared it with him. Montel's passion for Protandim led him to approach LifeVantage to become a distributor, making the product available along with his line of Living Well health and wellness products.

Montel Williams said, "One of my personal missions is to share a message of hope and health with others, and it is truly an honor to be a guest on Tuesday's episode of The Oprah Winfrey Show. Her top-rated talk show is the perfect platform for me to help tell people about my journey to health and wellness, and to be able to share my Living Well philosophy."

### **About Montel Williams**

As an entrepreneur, Williams is currently launching a multimedia business based on the "Living Well with Montel" brand, as well as creating the International Team Poker League (ITPL), acting as commissioner and chief executive officer. In April, he will host a new radio show, "Montel Across America", which will originate from Air America's studios in New York City.

Williams was the Emmy Award-winning host and executive producer of "The Montel Williams Show" for 17 years, one of the longest running daytime talk shows in the history of television. In addition to his talk show and several acting appearances on hit television programs, Williams is an accomplished author, having published eight books with four *New York Times* best-sellers, including *Climbing Higher* and *Mountain, Get out of my Way*, *Living Well with Montel* and his current book, *Living Well Emotionally*. He is also the co-author of the *New York Times* bestseller *Bodychange*.

Williams is active in various advocacy and humanitarian efforts, including serving as the national spokesman for the Partnership for Prescription Assistance (PPA). After being diagnosed in 1999 with multiple sclerosis, Williams established the Montel Williams MS Foundation, which has granted over \$1.5 million to research.

Williams began his professional career in the U.S. Marine Corps in 1974, where after being promoted twice, became the first black Marine selected to the Naval Academy Prep School in Newport, Rhode Island. After graduation, he received a Presidential Appointment to the United States Naval Academy in Annapolis, Md., where he studied Mandarin Chinese and graduated with a degree in general engineering and a minor in international security affairs. As Lieutenant Commander, Williams received the Armed Forces Expeditionary Medal, two Navy Expeditionary Medals, two Humanitarian Service Medals, a Navy Achievement Medal, two Navy Commendation Medals and two Meritorious Service Awards.

### **[About Protandim®](#)**

Protandim® is a groundbreaking, clinically proven supplement that provides a substantial benefit to help with the challenges of healthy aging. This patented antioxidant therapy is more powerful than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements. Protandim works by increasing the body's natural antioxidant protection at the cellular level, triggering cells to produce naturally occurring protective antioxidant enzymes such as super oxide dismutase (SOD), catalase, and glutathione.

A peer-reviewed human study showed that after Protandim® was taken for 30 consecutive days, the accumulation of lipid peroxidation products (a biochemical marker of aging) was decreased by an average of 40%. The study also reported that this important marker of aging was decreased after taking Protandim® to the level of a typical 20 year old. Protandim® is currently the subject of over 20 scientific studies at leading universities and research institutes. For more information, please visit [www.LifeVantage.com](http://www.LifeVantage.com) or contact Jan Strode (619) 890-4040 or Jean Golden (612) 385-2324.

### **[About LifeVantage Corporation](#)**

LifeVantage Corporation is a publicly traded (OTCBB: LFDV), science based, natural products company, dedicated to helping people reach their health and wellness goals through science-based solutions to oxidative stress. Founded in 2003 and based in San Diego, California, LifeVantage develops nutraceutical products, including [Protandim](#)<sup>®</sup>, that leverage the company's expertise and that are intended to deliver significant health benefits to consumers. For more information, visit [www.LifeVantage.com](http://www.LifeVantage.com) or contact Jan Strode (619) 890-4040 or Jean Golden (612) 385-2324.

*This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The Company uses the words "anticipate," "believe," "could," "should," "estimate," "expect," "intend," "may," "predict," "project," "plan," "target" and similar terms and phrases, including references to assumptions, to identify forward-looking 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, the risk that government regulators and regulations could adversely affect our business; future laws or regulations may hinder or prohibit the production or sale of our existing product and any future products; unfavorable publicity could materially hurt our business; and the Company's ability to protect our intellectual property rights and the value of our product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-KSB under the caption "Risk Factors", and in other documents filed 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.*

*\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.*

Note to Editors: Contact Jan Strode at 619-890-4040 or Jean Golden at 612-385-2324 for interviews, photography, and other requests.

**Montel Williams**

Melanie McLaughlin, 1-888-976-6665

or

**LifeVantage**

Jan Strode, 619-890-4040

Jean Golden, 612-385-2324