



June 1, 2012

## LifeVantage Corporation Expands Management Team to Further Strategic Corporate Objectives

SALT LAKE CITY, June 1, 2012 (GLOBE NEWSWIRE) -- LifeVantage Corporation (OTCBB:LFVN), the leader in Nrf2 science and the maker of Protandim<sup>®</sup>, the Nrf2 Synergizer<sup>®</sup> patented dietary supplement, announced today that it recently expanded its management team to continue to support the Company's strategic objectives and to further its unprecedented growth. These new team members will be located in Utah at the Company's corporate headquarters where they will support the growing infrastructure.

"We are gratified to lead the fight against oxidative stress, primarily through Nrf2 activation, and because leading companies lead—they never follow—it's critical we continue to have the right people in place to help us further our objectives and accomplish our strategies," said Douglas C. Robinson, President and CEO. "Each new role on our management team brings valuable experience that will be instrumental in accommodating distributor growth, continued profitable growth, geographic expansion and the strategic introduction of new and complementary products."

The LifeVantage Management Team includes the following new roles:

**Robert M. Urban, Chief Operating Officer (COO):** Mr. Urban oversees global operations, infrastructure and the efficiencies associated with that to support the continued growth of LifeVantage. His operational experience includes program and project management, process reengineering, systems integration, mechanical and test engineering as well as human resources, finance, benefits administration, time and absence management, payroll and labor relations. Mr. Urban received a B.S. in Mechanical Engineering and a minor in Business Administration from Gonzaga University and earned his Executive Masters in Business Administration from the University of Washington.

**Rob Cutler, General Counsel:** Mr. Cutler provides support to all departments of LifeVantage related to its ongoing growth and expansion. He is also responsible for LifeVantage legal and risk management matters worldwide. He received a B.A. in Finance from the University of Utah, a juris doctorate from Brigham Young University and has focused his career advising national and multi-national companies, including biotech and pharmaceutical corporations in both a legal and business development capacity.

**Brandon K Butterfield, VP Marketing and Communications:** Mr. Butterfield oversees the Company's strategic marketing efforts including the creation and communication of its international brand, products, events, investor relations and sales support globally, as well as all corporate communications efforts. His professional background includes marketing, product development, ecommerce, social media, integrated communications and finance and he received a B.S. in Marketing with a minor in Economics from Utah State University.

**Kirby Zenger, Chief Network Officer:** Mr. Zenger, former Chief Operating Officer of LifeVantage, is now responsible for the Company's global networking operations, working closely with LifeVantage independent distributors to achieve sales revenue and growth. Mr. Zenger has decades of experience in sales, marketing, branding, operations and international expansion and is highly regarded in business circles as well as the direct sales industry.

### About LifeVantage Corporation

LifeVantage, (OTCBB:LFVN), the leader in Nrf2 science and the maker of Protandim<sup>®</sup>, the Nrf2 Synergizer<sup>®</sup> 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 2003 and has its corporate headquarters in Salt Lake City, UT. For more information, visit [www.LifeVantage.com](http://www.LifeVantage.com).

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

### 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 anticipated revenue, operating profitability, cash flow from operations and future investment and growth. 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, the potential failure or unintended negative consequences of the implementation of the Company's network marketing sales channel; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the potential for third party and governmental actions involving the Company's network marketing sales channel; the potential for product liability claims against the Company; the risk that government regulators and regulations could adversely affect the Company's business; future laws or regulations may hinder or prohibit the production or sale of the Company's existing product and any future products; unfavorable publicity could materially hurt the Company's business; and the Company's ability to protect its intellectual property rights and the value of its product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-K and its 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.

CONTACT: Media Contact:

Andrea Ramsey 801.432.9019

Public Relations

Investor Relations Contact:

Cindy England 801.432.9036

Director of Investor Relations

-or-

John Mills 310.954.1105

Senior Managing Director, ICR, LLC

 [company logo](#)

Source: LifeVantage Corporation

News Provided by Acquire Media