



May 19, 2015

LifeVantage Launches Sports Science Lab With Real Salt Lake

Companies Partner to Create a World-Class Performance Testing Facility

SALT LAKE CITY, May 19, 2015 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), has announced the launch of the LifeVantage Sport Science Lab at Real Salt Lake. The LifeVantage Sports Science Lab is designed to measure and assess the player's response to training stress. This joint venture will be housed within Rio Tinto Stadium and all testing will be conducted by the Real Salt Lake Sports Science Department under the direction of Dan Barlow, Director of Sports Science and Performance for Real Salt Lake.

"By monitoring the player's individual responses to training stress, the Sports Science Team at Real Salt Lake can more closely adjust workout and recovery regimens, cellular stress profiles, and nutrition and supplement interventions," said Shawn Talbott, PhD., Chief Science Office at LifeVantage Corporation. "Their ability to benchmark and measure oxidation, inflammation and biochemistry within the cellular stress profiles of their players will directly impact their on-field performance."

"We are very excited for our club to venture into this space, one occupied by only a handful of the biggest soccer franchises in the world," said Barlow, who has served as the club's Strength and Conditioning coach since 2007, noting that this program follows innovations currently in operation at Barcelona, Real Madrid, and select NFL teams. "The expansion of our performance baselines and the in-depth monitoring of our athletes would not be possible without the commitment and guidance of our LifeVantage partners."

LifeVantage and Real Salt Lake have cooperatively established baseline measurements and generated data on each player's nutritional makeup, strength and conditioning maintenance and growth, as well as recovery from games and practice regimens. The individual's response and progress will be continuously monitored, and each of the club's athletes will receive detailed oversight and instruction throughout the 10-month season, designed to achieve maximum performance and health, on and off the field.

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, and the AXIO™ energy product line. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah.

Investor Relations Contacts:

Cindy England (801) 432-9036

Director of Investor Relations

-Or-

John Mills (646) 277-1254

Partner, ICR INC

Company Relations Contact:

John Genna (801) 432-9172

Vice President of Communications &
Corporate Partnerships