



September 6, 2011

## LifeVantage Announces Share Repurchase Program

### Company authorized repurchase of up to \$5 million in shares of its common stock

SALT LAKE CITY, Sept. 6, 2011 /PRNewswire/ -- [LifeVantage Corporation](#) (OTCBB: LFDV), makers of Protandim®, the Nrf2 Synergizer™ patented dietary supplement, announced its Board of Directors approved a share repurchase program that authorizes the Company to utilize up to \$5 million to purchase common stock over the course of twelve months beginning October 1, 2011. Any such repurchases will be made only out of free cash flow from continuing operations and, on a quarterly basis, will not exceed 50% of free cash flow for such quarter.

(Logo: <http://photos.prnewswire.com/prnh/20090930/LIFEVANTAGELOGO>)

"We made the decision to implement a share repurchase program based on several factors, including our strong financial performance in fiscal 2011, and our expectation that we will generate strong cash flow in fiscal 2012," Douglas C. Robinson, LifeVantage CEO, stated. "With the expanding awareness of Protandim® and its benefits, we are well positioned to build upon the positive momentum of recent quarters and continue to achieve accelerated growth. We believe it is prudent to begin using a portion of our future cash flow to repurchase shares. This program and our continued investment in our business platform underscore our Board of Directors' and management's commitments to enhance shareholder value. We intend to implement this buyback program while maintaining sufficient resources to continue to improve our balance sheet and invest in future expansion opportunities."

The Board of Directors has authorized a stock repurchase program of up to \$5 million in shares of its common stock to be funded out of cash flow from operations as described above. The program permits LifeVantage to purchase shares from time to time through a variety of methods, including in the open market, through privately negotiated transactions or other means as determined by the company's management, in accordance with applicable securities laws. It does not obligate the company to make any purchases, including at any specific time or in any particular situation. The program may be suspended or discontinued at any time. As of June 30, 2011, LifeVantage had approximately 98.8 million shares outstanding and more than \$6.3 million in cash.

### About LifeVantage Corporation

LifeVantage, (OTCBB: LFDV), makers of Protandim®, the Nrf2 Synergizer™ patented dietary supplement, is a science based nutraceutical company. Life Vantage is dedicated to visionary science that promises to transform wellness and anti-aging internally and externally with supplements that dramatically reduce oxidative stress at the cellular level. The Company was founded in 2003 and currently has operations in both Salt Lake City, Utah and San Diego, CA. For more information, visit [www.LifeVantage.com](http://www.LifeVantage.com).

### Non-GAAP Financial Measures

This press release contains a financial measure, free cash flow, which is considered a "non-GAAP" financial measure under applicable Securities & Exchange Commission rules and regulations.

This non-GAAP financial measure should be considered supplemental to and not a substitute for financial information prepared in accordance with generally accepted accounting principles. The Company's definition of these non-GAAP measures may differ from similarly titled measures used by others. The Company defines free cash flow as net cash provided by continuing operating activities less capital expenditures.

### 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" 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 cash flow from operations, future investment and growth and our expectation that we will repurchase shares. 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.

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