



July 6, 2015

## **LifeVantage Recognized as One of Direct Selling Association's Top 20 Leading Companies**

### **Company Also Ranked 67th in Direct Selling News Global 100**

SALT LAKE CITY, July 06, 2015 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), has been named as one of Direct Selling Association's top 20 companies based on 2014 net sales within the United States. In addition to its top 20 ranking by the DSA, LifeVantage has been ranked the 67<sup>th</sup> largest direct selling company in the world by *Direct Selling News* - based on 2014 reported net revenue. This is the fourth consecutive year that LifeVantage has been recognized within the annual [DSN Global 100](#).

The Direct Selling Association is the national trade association for companies that market products and services directly to consumers through an independent, entrepreneurial sales force. LifeVantage has been an active member of the DSA since 2010. *Direct Selling News* has been serving direct selling and network marketing executives since 2004.

"Congratulations to our Distributor leaders and our corporate staff for achieving this great accomplishment," said LifeVantage President and Chief Executive Officer Darren Jensen. "It is always a tremendous honor for LifeVantage to be recognized as a leader within our industry. But it is my belief that we have not even begun to scratch the surface of our potential success. I look forward to partnering with our leaders and making LifeVantage one of the great companies in the world."

### **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.

### **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 statements we make regarding the Company's 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, those discussed in greater detail in the Company's Annual Report on Form 10-K and the Company's 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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