



October 10, 2007

LIFEVANTAGE CORPORATION TO PRESENT PROTANDIM® ON KUSA-TV'S COLORADO & COMPANY

GREENWOOD VILLAGE, Colorado – Lifevantage Corporation (OTCBB: LFDV), formerly Lifeline Therapeutics, Inc., maker of Protandim®, today announced that Protandim® will be featured on *Colorado & Company* on KUSA-TV, Denver Channel 9, on October 24, 2007, between 10-11am MT.

Gene Copeland, LifeVantage's interim COO stated, "The presentation of Protandim® on *Colorado & Company* represents our first direct response television appearance targeted at the Denver market. We are excited about the opportunity to reach an audience of health-conscious individuals who are actively seeking products that promote healthy aging."

Anthony Del Vicario, LifeVantage's VP of Sales and Marketing added, "As a Colorado based company, LifeVantage has developed a strong local following with Protandim®. We expect to gain significant response and feedback from this television appearance. The appearance represents a great opportunity for us to communicate the benefits of Protandim® as well as the science behind the recently patented Protandim® formula."

About Protandim®

Protandim® is a unique approach to antioxidant therapy. The patented dietary supplement increases the body's natural antioxidant protection by inducing naturally occurring protective enzymes, including superoxide dismutase and catalase. Oxidative stress occurs as a person ages, when subjected to environmental stresses, or as an associated factor in certain illnesses. TBARS are laboratory markers for oxidative stress in the body. Data from a scientific study in men and women, sponsored by LifeVantage, show that after 30 days of taking Protandim®, the level of circulating TBARS decreased an average of 40 percent. With continued use, the decrease was maintained at 120 days. For more information, please visit www.Protandim.com.

About LifeVantage Corporation

LifeVantage Corporation is committed to helping people achieve health and wellness for life. For more information, please visit the Company's web site at www.LifeVantage.com.

About Colorado & Company

Colorado & Company or "COCO" is a magazine-style show that airs live on Channel 9, KUSA-TV from 10-11am on weekdays. Some segments are commercially sponsored while others feature local community organizations, and entertainers, chefs, community leaders and perhaps even your neighbor! *Colorado & Company* is the place to learn about our state's best companies, the services and products they offer and the people behind them. You'll see a variety of people who have made Colorado the best place to live in the country. www.9news.com/coco/

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.

###

CONTACTS:

LifeVantage Corporation

Phone: 720-488-1711

Bradford K. Amman

Fax: 303-565-8700