



June 20, 2007

MONTEL WILLIAMS AND LIFEVANTAGE CORPORATION SIGN LICENSE AGREEMENT TO PROMOTE SCIENCE-BASED DIETARY SUPPLEMENT PRODUCTS

GREENWOOD VILLAGE, Colorado – LifeVantage Corporation (OTCBB: LFN), formerly Lifeline Therapeutics, Inc., today announced a license agreement with Montel Williams. This three year, renewable license agreement provides LifeVantage with the opportunity to market science-based dietary supplement products using Montel's name and persona to identify and promote LifeVantage products. It is anticipated that initial marketing efforts will focus on the infomercial market where there is a large interest in dietary supplement products, where the product launch can be developed quickly, and where the Montel Williams persona will have a significant impact.

Montel stated, "I am excited about the opportunity to offer science-based dietary supplements to the market through LifeVantage Corporation. They have experience and a great antioxidant therapy product formulation that we can build upon to create a line of science-based products for healthier living. I am committed to helping people live healthier lives, and this product line will be an excellent addition to my other efforts including my Living Well website, my Living Well with Montel DVD, and my upcoming Living Well book."

James J. Krejci, LifeVantage's CEO added, "We are very pleased to have this license agreement with Montel Williams as he is an ideal person to represent our products in this market. He has an excellent track record in providing health and wellness assistance for people, and he is a great persona to represent the product line, particularly in the infomercial venue where we will begin our marketing efforts".

About Montel Williams

On September 10, 2007, Montel Williams will begin his 17th season as host of THE MONTEL WILLIAMS SHOW, CBS Domestic Television's daily, one-hour, nationally syndicated talk show. In addition to Montel receiving the 1996 Daytime Emmy Award for Outstanding Talk Show Host, the show that bears his name has also been honored with Daytime Emmy nominations including Outstanding Talk Show in 2001, Outstanding Talk Show in 2002 and Montel was nominated for Outstanding Talk Show Host in 2002. Mr. Williams is also an accomplished author who has published six books to date including the New Your Times best sellers: Climbing Higher, Body Change, and Mountain, Get Out of My Way.

Montel also has established the Montel Williams MS Foundation which has granted over \$1 million to research. Among many other notable achievements he is the national spokesman for The Partnership for Prescription Assistance (PPA), a national clearinghouse program which has matched more than 1.2 million Americans to public and private patient assistance programs providing them with free or nearly free medicines.

About LifeVantage Corporation

LifeVantage 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.

Except for historical information contained herein, this document contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, applicable common law and Securities and Exchange Commission rules. 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 are difficult to predict accurately and may be beyond the control of the Company. The following factors are among those that may cause actual results to differ materially from our forward-looking statements: 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 value of your investment; the Company's ability to protect our intellectual property rights and the value of our product; and the illiquidity of our common stock. These and other additional risk factors and uncertainties 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. Forward-looking statements made by the Company in this news release or elsewhere speak only as of the date made. New uncertainties and risks come up from time to time, and it is impossible for the Company to predict these events or how they may affect the Company. The

Company has no duty to, and does not intend to, update or revise the forward-looking statements in this news release after the date it is issued. In light of these risks and uncertainties, investors should keep in mind that the results, events or developments disclosed in any forward-looking statement made in this news release may not occur.

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