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## LifeVantage Corporation Ascends to 61st Rank in Direct Selling News Global 100 and is Recognized for its Year-Over-Year Percentage Growth

SALT LAKE CITY, April 30, 2013 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), a company dedicated to helping people achieve healthy living through a combination of a compelling business opportunity and scientifically validated products, has been named the world's 61<sup>st</sup> largest direct selling company in 2012 by *Direct Selling News*, the industry's leading publication. The ranking in the annual [DSN Global 100](#) bests LifeVantage's 81<sup>st</sup> position in the 2011 list, a reflection of the company's dramatic growth. *Direct Selling News* also recognized LifeVantage Corporation for having the second largest year-over-year percentage growth in the direct selling industry.

The *DSN Global 100* list offers a unique perspective on the direct selling industry's impact worldwide. It serves as a valuable tool for investors, and those seeking opportunities as independent distributors with the most prestigious companies.

"Our success," said LifeVantage President and Chief Executive Officer Douglas C. Robinson, "is a testament to the quality of our science-based products, the professionalism of our staff and the dedication of our inspired independent distributors."

### About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), a leader in Nrf2 science and the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, TrueScience® Anti-Aging Cream and LifeVantage® Canine Health, is a science based nutraceutical company. LifeVantage is dedicated to visionary science that looks to transform wellness and anti-aging internally and externally with products that dramatically reduce oxidative stress at the cellular level. The Company was founded in 2003 and is headquartered in Salt Lake City, UT.

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Source: LifeVantage Corporation

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