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LifeVantage Corporation Ranked 58th in 2014 Direct Selling News Global 100

Company Continues to Rise in Global Rankings

SALT LAKE CITY, June 10, 2014 (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 ranked the 58th largest direct selling company in the world based on 2013 reported net revenue by *Direct Selling News*, the industry's leading publication. The company continues to advance within the annual [DSN Global 100](#), besting its previous position of 61st within the 2013 list. This is the third consecutive year that LifeVantage has been recognized by the *Direct Selling News* for its continued revenue growth.

"We continue to credit our growth to the incredible hard work of our Distributor leaders and inspired independent Distributors around the world, and the dedication of our corporate leadership team and staff here in the United States and in Japan," said LifeVantage President and Chief Executive Officer Douglas C. Robinson. "Our unwavering commitment to our company vision of providing scientifically credible products to people of the world fuels our ability to grow year after year."

About LifeVantage Corporation

LifeVantage Corporation (LFVN), a leader in Nrf2 science and the maker of Protandim[®], the Nrf2 Synergizer[®] patented dietary supplement, TrueScience[™] Anti-Aging skin care regimen with enhanced Nrf2 technologies, and Canine Health, is a science based network marketing 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. 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 our 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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