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LifeVantage Makes a Donation to Blessings in a Backpack

Thousands of Meals Provided to Hungry American Children

SALT LAKE CITY, Feb. 5, 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, including its patented dietary supplement Protandim[®], the Nrf2 Synergizer[®], announced today that in partnership with its network of independent distributors, it has made a donation to Blessings in a Backpack that will provide over 110,000 meals to hungry children in the United States.

According to Blessings in a Backpack, 12 million elementary school children are on free and reduced meal programs in the United States. "Many of those children go home on the weekends to households without food. That's why we're feeding 62,000 hungry children in 42 states and three countries through our programs," said Blessings in a Backpack CEO Brooke Wiseman. "We are very grateful to LifeVantage and its distributors for their support because access to nutritious food results in positive behavior—better test scores, improved reading skills, improved health and increased school attendance."

The fundraising effort took place in conjunction with LifeVantage's quarterly training event held in San Antonio, Texas, January 18-19, 2013. Those in attendance participated in two days of transformational training by corporate executives and independent distributor leaders and heard scientific updates and other breaking announcements, including the launch of a new LifeVantage product for dogs, Canine Health, the only pet supplement formulated to combat oxidative stress through Nrf2 activation in dogs.

"We are extremely pleased to partner with respected organizations working, as LifeVantage is, to make the world better and are very honored to make such a positive impact in the lives of children in this country who are hungry," said LifeVantage President and CEO Douglas C. Robinson. "We express sincere appreciation to each member of the LifeVantage family for their generous support of our charitable goals and for the difference their generosity makes to those in need."

About LifeVantage Corporation

LifeVantage (Nasdaq:LFVN), a leader in Nrf2 science and the maker of Protandim[®], the Nrf2 Synergizer[®] patented dietary supplement, 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, Utah.

The LifeVantage Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11617>

About Blessings in a Backpack

Blessings in a Backpack, People Magazines Charity of 2012, is a results-oriented program that is designed to feed elementary school children whose families qualify for the federally funded National School Lunch Program and have little or no food on the weekends. Better test scores, improved reading skills, positive behavior, improved health and increased attendance have all been attributed to the success of this program. Just \$80 feeds one American school child in our program for an entire 38-week school year. Blessings in a Backpack is currently feeding over 61,000 children in over 437 schools across 42 U.S. states and three countries (see all at www.blessingsinabackpack.org). We are Feeding the Future of America[®] — one school at a time.

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 [company logo](#)

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