



March 26, 2008

LifeVantage Appoints Fox Broadcast Executive Richard Doutre' Jones and Nationally Recognized Business Leader Garry Mauro to Board of Directors

[LifeVantage Corporation](#) (OTCBB: LFDV) announces that Fox Broadcast executive Richard Doutre' Jones and business leader Garry Mauro have joined the Board of Directors, bringing their expertise in the management and leadership of both public and private sector organizations. LifeVantage is the maker of [Protandim®](#) (www.protandim.com), the patented nutritional supplement that is clinically proven to slow the progressive rate of aging by increasing the body's natural antioxidant protection at the cellular level.

David Brown, President and CEO of LifeVantage, commented, "Garry Mauro and Richard Doutre' Jones are nationally recognized leaders in the business and civic sectors and we are honored to announce they have joined our Board of Directors. Mr. Mauro brings a legal, political and policy-making perspective to our Board, thanks to his impressive experience at the local, state and national level. He has an outstanding record in representing public and private sector interests, including serving a 16-year term as the Commissioner of the Texas General Land Office."

Brown continued, "Mr. Jones is recognized as a business visionary with innovative and creative management strategies. He is credited with leading several broadcast media companies to rapid growth, high visibility and profitability in the highly competitive world of broadcast television. Both Mr. Jones and Mr. Mauro will play key roles in the continued success and growth of LifeVantage Corporation."

About Richard Doutre' Jones

Richard Doutre' Jones has a distinguished career in broadcast management, with an impressive background in operations, marketing, Internet, new media, research and sales. In addition, he has in-depth understanding of international business, with a focus on U.S. and Mexico relations. Currently, he serves as the VP/General Manager of Bay City Television, Inc. (Fox6-XETV) of San Diego. In that capacity, he is responsible for all aspects of the business and is credited with streamlining operations and achieving profitability. Prior to joining Bay City Television, Mr. Doutre' Jones held management and executive positions in the television industry, including serving as the General Sales Manager and National Sales Manager of KBHKTU-UPN44 in San Francisco, California.

He currently serves on the Fox Television Affiliate Board of Governors and various other civic and industry organizations.

About Garry Mauro

Garry Mauro has worked for over 30 years at the local, state and national levels on behalf of both private and public sector entities and is often quoted in the media as an expert on business and political topics. He served for 16 years as Commissioner of the Texas General Land Office overseeing the management of more than 20 million acres of state land, 18,000 oil and gas wells, and the State's benefit program for Veterans. During his tenure as Commissioner, he also chaired the Veterans Land Board, the School Land Board, the Parks and Wildlife Board for Lease, the Texas Department of Corrections Board for Lease, the University Board for Lease, the Coastal Coordination Council and the Texas Alternative Fuels Council; co-chaired the Sustainable Energy Development Council; and held numerous other board memberships in Texas. His access to key policy-makers and his first-hand knowledge of the governmental process has resulted in legislative initiatives resulting in reductions in air pollution, sales of natural gas, improved recycling efficiencies, creation of a state-of-the-art oil spill response and prevention program, and other legislation considered both environmentally and economically sound. He has received numerous honors and awards for his civic and philanthropic contributions in environmental, political and business arenas, including the "Man of the Year Award" from the Texas League of Women Voters and the "Rising Star of Texas Award" from Texas Business Magazine. In 1998, he was the Texas Democratic Party nominee for Governor.

About [Protandim®](#)

Protandim® is a unique approach to fighting the effects of cell-damaging free radical molecules which advance the aging process, including many of the diseases of aging. The patented dietary supplement increases the body's natural antioxidant protection by inducing the cells of the body to produce naturally occurring protective antioxidant enzymes, a process which is thousands of times more effective than traditional vitamin-mineral supplements. Free radical damage occurs when a person is subjected to environmental stresses and generally increases with age. Data from a peer-reviewed scientific study in men and women, sponsored by LifeVantage, shows that after 30 days of taking Protandim®, the level of circulating toxins produced by free radicals decreased an average of 40 percent, slowing the progressive aging factors to the level of a 20-

year-old. With continued use, the decrease was maintained at 120 days.

For more information, please visit the Protandim® product web site at www.protandim.com or contact Jan Strode at 619-890-4040.

About [LifeVantage Corporation](http://www.lifevantage.com)

LifeVantage Corporation is a publicly traded (OTCBB: LFDV), science-based natural products company dedicated to helping people reach their health and wellness goals through science-based solutions to oxidative stress. Founded in 2003 and based in Colorado, LifeVantage develops nutraceutical products, including Protandim, that leverage the company's expertise and that are intended to deliver significant health benefits to consumers. For more information, visit www.lifevantage.com or contact Jan Strode at 619-890-4040.

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 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. 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.