



April 29, 2015

## **LifeVantage Appoints New Chief Executive Officer**

### **Darren Jensen, Experienced Network Marketing Executive, Named Company President and Chief Executive Officer**

SALT LAKE CITY, April 29, 2015 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), announced today that Darren Jensen has been named President and Chief Executive Officer for the company. Mr. Jensen's appointment is effective May 18, 2015.

Mr. Jensen most recently served as President of the Americas and Chief Sales Officer at Jeunesse Global, a personal care and nutrition network marketing company. During his tenure at Jeunesse, the company was ranked #258 on The 2014 Inc. 500 with 1788% revenue growth over a three-year period, and was the fastest growing Direct Selling Association company in America for 2014.

"LifeVantage is uniquely positioned as one of the leading product-driven business opportunities available," said Jensen. "I am honored and delighted to work together with our independent distributors to execute our vision of bringing that opportunity to the world."

Jensen brings 25 years of global network marketing and direct selling experience to LifeVantage from companies selling a variety of product types including nutritional supplements and personal care products. In addition to his tenure at Jeunesse Global, Mr. Jensen previously served in senior roles at USANA Health Sciences, Synergy Worldwide, Amway Global, and Nu Skin Enterprises. In these roles he led the development and execution of global sales, product development and service expansion strategies. He was responsible for international business development, performance improvement, and global marketing efforts in more than 100 countries within the Asia Pacific Rim, Latin America, the Caribbean, Europe, the Middle East, and Africa.

"Darren Jensen is a well-known and a respected visionary leader in the global network marketing and direct selling industry," said Garry Mauro, Chairman of the Board of Directors for LifeVantage Corporation. "The Board quickly recognized that Darren's unparalleled track record of success with leading the development and execution of business expansion and sales growth strategies makes him the right leader for LifeVantage."

### **About LifeVantage Corporation**

LifeVantage Corporation (Nasdaq:LFVN), is a science based network marketing company dedicated to visionary science that looks to transform health, wellness and anti-aging internally and externally at the cellular level. The company is the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, the TrueScience™ Anti-Aging Skin Care Regimen, Canine Health, and the AXIO™ energy product line. 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, but are not limited to, statements we make regarding our leadership transition, future growth and distributor success. 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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