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LifeVantage Ribbon Cutting Event Features Top Distributors, Scientists and Celebrities

[LifeVantage Corporation \(OTCBB: LFVN\)](#), maker of Protandim[®], held its inaugural ribbon cutting event June 26 and June 27 in San Diego, California, at the Hilton San Diego Bayfront Hotel.

The event was attended by hundreds of the Company's top independent distributors, as well as members of the Company's Board of Directors, Scientific Advisory Board and senior management team. In addition, physicians, scientists and celebrities associated with the Company participated in the historical gathering. The high energy event honored top performing distributors who have joined the LifeVantage family since its launch into network marketing, especially those who have generated sales volume of \$10,000/month or more. The Company has successfully attracted thousands of independent distributors to market and distribute its unique, cutting edge products in the United States and, soon, internationally.

The two day event included speeches and presentations by well-known distributors of the Company such as celebrity talk show host Montel Williams and network marketing gurus Burke Hedges and Jim Britt. Also, members of the Company's Scientific Advisory Board, such as world renowned scientist and developer of Protandim[®], Dr. Joe McCord and Dr. David Perlmutter, the internationally recognized neurologist and bestselling author, made presentations to the distributors in attendance. Additionally, the company introduced new training videos, unveiled its new website and introduced its new 50ml LifeVantage TrueScience[™] Anti-Aging Cream.

"This was a milestone event marking significant achievements by distributors and the corporate team since our recent launch into network marketing. It is an exciting time for the Company, as the network marketing channel provides tremendous sales growth opportunities for Protandim[®], as well as other new products we are launching," said David W. Brown, President and CEO of LifeVantage Corporation.

[About Protandim[®]](#) *

Protandim[®] is a groundbreaking, clinically proven supplement that provides substantial benefits to help with the challenges of healthy aging. This patented antioxidant therapy works in a very different way than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements; as a result, according to Dr. Joe McCord, it is much more effective than those products or foods in reducing oxidative stress. Protandim[®] works by increasing the body's natural antioxidant protection at the cellular level, triggering (inducing) cells to produce naturally occurring protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase. Dr. McCord is a pioneer scientist in the field of oxidative stress and is on the Company's Board of Directors.

A peer-reviewed human clinical study showed that after Protandim[®] was taken for 30 consecutive days, the accumulation of lipid peroxidation products (a biochemical marker of aging) was decreased by an average of 40%, although that reduction may be not be typical for all those who consume the product. The study also reported that this important marker of aging was decreased after taking Protandim[®] to the level of a typical 20 year old. Protandim[®] is currently the subject of approximately 20 scientific studies at leading universities and research facilities. The nature and stages of the studies vary, as some of the testing is at the preliminary stage, while other studies using Protandim[®] are currently in progress. For more information about Protandim[®], visit www.LifeVantage.com.

[About LifeVantage TrueScience[™] Anti-Aging Cream](#)

LifeVantage TrueScience[™] is scientifically-based and contains cutting-edge ingredients, including those found in Protandim[®]. *LifeVantage TrueScience[™] Anti-Aging Cream* gives skin a beautiful, even and smooth tone, diminishing fine lines and wrinkles, and providing a vibrant and glowing appearance. *LifeVantage TrueScience[™]* also improves skin smoothness and pigmentation, while increasing skin moisture.

[About LifeVantage Corporation](#)

LifeVantage Corporation is a publicly traded (OTCBB: LFVN), 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 San Diego, CA, 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.

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 and Quarterly Report on Form 10-Q under the caption "Risk Factors", and in other documents filed 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.

**These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.*

Note to Editors: Contact Jan Strode at 619-890-4040 or Jean Golden 612-385-2324 for interviews, photography, and other requests.

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