



October 19, 2006

## **LIFELINE THERAPEUTICS, INC. ANNOUNCES SUPER SUPPLEMENTS STORES TO CARRY PROTANDIM®; LIFELINE TO EXHIBIT AT ALIVE! EXPO, SEATTLE**

DENVER, Colorado – Lifeline Therapeutics, Inc. (OTCBB: LFLT), maker of Protandim®, a dietary supplement clinically proven to increase the body's natural antioxidant defenses and to combat oxidative stress, today announced the launch of Protandim® in Seattle-based Super Supplements stores. Super Supplements has 19 stores in the Pacific Northwest, with at least two new stores scheduled to open in 2007.

"As we continue to roll out our natural channel strategy, we are pleased to add Super Supplements stores to our list of partners. Super Supplements is dedicated to the highest quality products and consumer education," said Stephen K. Onody, Lifeline Therapeutics CEO. "As part of our 'Healthy Living Thought Leaders' initiative, Lifeline plans to offer Super Supplements an education program focused on the benefits of Protandim®. Lifeline and Super Supplements believe that customers need to have access to the best health and nutrition information available."

Lifeline Therapeutics will exhibit at the ALIVE! Expo in Seattle, Washington, October 21 and 22, 2006. The Expo is a consumer event focused on overall healthy lifestyles. Its mission is to inspire and encourage all consumers to embrace a life of health, wellness, and fitness through awareness of natural and alternative solutions, education, and the lifelong benefits of living a healthy lifestyle. Dr. Sally K. Nelson will speak at the Expo about the significant benefits of Protandim®. In conjunction with her Expo appearance, Dr. Nelson is scheduled to be interviewed on Friday, October 20, 2006, on the "Live with Cameron and Lucia" program at 9:10 a.m. PDT on KKNW 1150 AM Seattle and Contact Talk Radio on the internet. For more information, please visit the Alive! Expo web site at [www.aliveexpo.com](http://www.aliveexpo.com).

### **About Protandim®**

Protandim® is a patent-pending dietary supplement that increases the body's natural antioxidant protection by inducing two protective enzymes, superoxide dismutase (SOD) and catalase (CAT). These naturally occurring enzymes simply become overwhelmed by free radicals as we get older. Oxidative stress (cell damage caused by free radicals) occurs as a person ages, when subjected to environmental stresses or as an associated factor in certain illnesses. TBARS are laboratory markers for oxidative stress in the body. Data from a peer-reviewed, published scientific study in men and women, sponsored by Lifeline, show that after 30 days of taking Protandim®, the level of circulating TBARS decreased an average of 40 percent, with this decrease shown to be maintained at 120 days. Protandim® strengthens a person's defenses against oxidative stress by increasing the body's natural antioxidant enzymes. For more information, please visit the Protandim® product web site at [www.protandim.com](http://www.protandim.com).

### **About Super Supplements**

Founded in 1994 by its president, John Wurts, Super Supplements is a non-franchised privately owned chain of vitamin stores which features quality name brands. Super Supplements promotes brands which offer quality and value to its customers, and provides customers with useful information to assist them in selecting products that best suit their individual needs. For more information, please visit Super Supplements web site at [www.supersup.com](http://www.supersup.com).

### **About Sally K. Nelson, Ph.D.**

Dr. Nelson is an Associate Clinical Professor in the Department of Pulmonary and Critical Care Medicine at the University of Colorado at Denver and Health Sciences Center, Denver, Colorado. Dr. Nelson is the Company's Science Coordinator and a shareholder in the Company.

### **About Lifeline Therapeutics, Inc.**

Lifeline Therapeutics, Inc. markets Protandim®. Lifeline Therapeutics is committed to helping people achieve health and wellness for life. For more information, please visit the Company's web site at [www.lifelinetherapeutics.com](http://www.lifelinetherapeutics.com).

Except for historical information contained herein, this document contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, applicable common law and Securities and Exchange Commission rules. 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 are difficult to predict accurately and may be beyond the control of the Company. The following factors are among those that may cause actual results to differ materially from our forward-looking statements: the Company's ability to successfully expand its operations and manage its future growth; competition in the dietary supplement market; and the Company's dependence on a limited number of significant customers and a single product for revenue. These and other additional risk factors and uncertainties 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 the Company from time to time with the Securities and Exchange Commission. Forward-looking statements made by the Company in this news release or elsewhere speak only as of the date made. New uncertainties and risks come up from time to time, and it is impossible for the Company to predict these events or how they may affect the Company. The Company has no duty to, and does not intend to, update or revise the forward-looking statements in this news release after the date it is issued. 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.

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