



July 6, 2016

LifeVantage Enhances International Leadership Team

The company appoints experienced Direct Selling Industry executive Courtland Pearson as Senior Vice President of International

SALT LAKE CITY, July 06, 2016 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN) announced the expansion of its International leadership team. Courtland Pearson has been appointed Senior Vice President of International for the company, effective July 2, 2016.

Mr. Pearson has enjoyed an extensive and successful career in the direct selling industry. He brings more than 22 years of multifunctional international business experience based in the United States and Japan, having served in distributor support, operations, sales, and country and regional management roles in Japan as well as in Korea, Thailand, Malaysia, Singapore, Hong Kong and Taiwan. Mr. Pearson has spent more than 17 years in executive management and people leadership roles at Nu Skin Enterprises and Neways International/Modere. Additionally, he spent five years with Otsuka Pharmaceutical Co., Ltd., one of the largest privately owned companies in Japan with a product offering ranging from pharmaceuticals to sports drinks and nutrition products.

"I am thrilled to join the talented and experienced management team at LifeVantage," said Courtland Pearson. "I see potential for tremendous growth at LifeVantage thanks to its world-class products, globally scalable business opportunity, and proven field leaders around the world. This is a great time to be a part of the LifeVantage family."

"Courtland brings many years of proven international experience, expertise and insight that can take LifeVantage to the next level from a global perspective," said LifeVantage President and Chief Executive Officer Darren Jensen. "Not only does he bring tremendous global experience, he has been immersed in the Japanese culture and business environment working in executive leadership roles for more than 17 years. With Japan being our second largest market and a market where we need added horsepower, I look forward to working with Courtland to enhance our growth strategies and communications within this key region and moving all of our international markets forward."

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, the AXIO[™] energy product line and the PhysIQ[™] smart weight management system. 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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