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LifeVantage Launches International Operations in Thailand

SALT LAKE CITY, March 26, 2015 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), has announced the expansion of its its direct selling business into Thailand. The company has opened an office in the city of Bangkok to support this new market. The facility is designed to provide a central location where Distributors can host business-building meetings, conduct training, and host events. The office also allows for a more expedited process for purchasing and receiving LifeVantage products.

"At the beginning of this fiscal year, we disclosed our plan to expand operations into Thailand during fiscal 2015," said LifeVantage Executive Vice Chairman Dave Manovich. "The World Federation of Direct Selling Associations reports that Thailand is a market of more than 11 million distributors that generated total revenues of more than \$3 billion in 2013. We believe our expansion into Thailand is directly in-line with our commitment to expand our operations into countries that we believe represent long-term growth opportunities."

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), is a science based network marketing company that is 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 Statement

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 future growth and sustainability of our business in Thailand. 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 most recent Annuals Report on Form 10-K and Quarterly Reports 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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