



January 22, 2009

LifeVantage Names Network Marketing Expert Randal Wojta as Master Distributor for the Company

LifeVantage Corporation (OTCBB:LFVN), the makers of **Protandim®**, the only product clinically proven to slow the progressive rate of aging, announced today that network marketing executive Randal Wojta has been named as the Master Distributor for LifeVantage's launch into the network marketing arena.

David Brown, LifeVantage President and CEO said, "Mr. Wojta was selected as the Master Distributor for LifeVantage based on his exceptional qualifications, which include over 20 years of success in the network marketing industry. Randy has been a leader and top producer at some of the top network marketing organizations in the world, including NuSkin, consistently demonstrating outstanding leadership as a top recruiter, trainer and sales executive. Randy brings significant industry knowledge and expertise to the Company, and has already been effective in helping our company attract key new distributors."

"It is an exciting opportunity to be named as the Master Distributor for LifeVantage," said Mr. Wojta. "Billions of dollars are spent annually by consumers in the battle against aging, and in the United States alone, the network marketing industry accounts for approximately \$7.9 billion in sales. The potential for Protandim sales is immense, as the product and its benefits are backed by clinical proof. The direct sales model allows distributors the opportunity to fully share the product's numerous benefits and uses."

About Randal Wojta

Randal Wojta has served as an executive in the network marketing industry for the past 20 years. He has an impressive track record in building large sales organizations, both nationally and internationally. Mr. Wojta has successfully led network marketing organizations in the areas of sales, marketing, internet, product development, research and organizational structure. In addition, he has an in-depth understanding of building network marketing organizations and developing compensation plans, having launched several early stage companies. Prior to joining LifeVantage, Mr. Wojta played a key role as a top distributor and sales leader in launching new markets for network marketing organizations including NuSkin International, Market America, InnerLight and others. He helped develop training systems and tools for those organizations, and served as a corporate trainer, coach, and board member. Mr. Wojta consistently set records for first year income worldwide, fastest growing distributor, and other sales areas. In addition, he has served as a consultant for a number of network marketing companies, and also served as CEO for The Edge Sports Training Center, as well as CEO of Nature Rich.

About Protandim®

Protandim® is a groundbreaking, clinically proven solution for healthy aging. This patented anti-oxidant therapy is 1000's of times more powerful than red wine, oranges, blueberries, acai juice or other popular anti-oxidant supplements. Protandim works by increasing the body's natural anti-oxidant protection at the cellular level, triggering cells to produce naturally occurring protective antioxidant enzymes such as super oxide dismutase (SOD), catalase, and glutathione.

A peer-reviewed scientific study shows that after 30 days of taking Protandim, free radicals decreased an average of 40 percent, slowing the progressive aging factors to the level of a 20 year old. Protandim is currently the subject of over 20 scientific studies at leading universities and research institutes. For more information, please visit www.LifeVantage.com or contact Jan Strode at (619) 890-4040.

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 or contact Jan Strode at (619) 890-4040.

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 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. 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 at 612-385-2324 for interviews, photography, and other requests.

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