



June 23, 2008

LifeVantage Corporation Awarded Second Patent for Protandim(R), the Antioxidant Therapy Product Proven to Reduce Key Aging Factors by 40 Percent

[LifeVantage Corporation \(OTCBB: LFN\)](#), the maker of Protandim (www.protandim.com), announced a second patent was awarded on June 10, 2008 for its Protandim[®] antioxidant therapy product. Protandim is clinically proven to slow the progressive rate of aging by reducing oxidative stress, which is a key factor in aging. Researchers believe that Protandim's unique ability to reduce aging factors at the cellular level will play a pivotal role in helping consumers age gracefully. The newly issued patent is entitled, "Preparation of Compositions to Alleviate Inflammation and Oxidative Stress in a Mammal."

Dr. Joe McCord, one of the foremost authorities on the body's antioxidant defense system and the co-discoverer of the important antioxidant enzyme superoxide dismutase, said, "The granting of this second U.S. patent underscores the unique ability of Protandim to modulate important physiological events involved in the inflammatory process, and known to be common to hundreds of human diseases and to the aging process itself. Because of the remarkable synergy of Protandim's five phytochemical components working together to increase the body's network of antioxidant enzymes, it achieves protection against oxidative stress that greatly exceeds that produced by conventional therapies."

David Brown, CEO and president of LifeVantage, said, "Our mission is to develop science-based, natural solutions for healthy aging. Health and wellness is a primary concern for our partners including our customers, retailers and healthcare professionals. The issuance of a second patent for Protandim further supports the fact that there is no other product in the marketplace that can provide consumers a proven solution in reducing the negative effects caused by oxidative stress, which is the primary culprit in aging."

[About Protandim[®]](#)

Protandim[®] is a unique approach to fighting the effects of cell-damaging free radical molecules which advance the aging process, including many of the diseases of aging. The patented dietary supplement increases the body's natural antioxidant protection by inducing the cells of the body to produce naturally occurring protective antioxidant enzymes, a process which is thousands of times more effective than traditional vitamin-mineral supplements. Free radical damage occurs when a person is subjected to environmental stresses and generally increases with age. Data from a peer-reviewed scientific study in men and women, sponsored by LifeVantage, shows that after 30 days of taking Protandim[®], the level of circulating toxins produced by free radicals decreased an average of 40 percent, slowing the progressive aging factors to the level of a 20-year-old. With continued use, the decrease was maintained at 120 days.

For more information, please visit the Protandim[®] product web site at www.protandim.com or contact Jan Strode at (619) 890-4040.

[About LifeVantage Corporation](#)

LifeVantage Corporation is a publicly traded (OTCBB: LFN), 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 Colorado, 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 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 for interviews, photography, and other requests.

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